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NEAR FIELD COMMUNICATION: AN OVERVIEW, SECURITY ISSUES & APPLICATIONS

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ABSTRACT:

Over the past century the communication & commerce industries and their underneath technologies have expand and changed most dramatically. One application of proximity mobile payment uses NFC technology. Near Filed Communication is commonly known as NFC. Near-field communication (NFC) is a set of communication rules that allow two electronic devices, one of which is usually a portable device such as a Smartphone, to establish communication by bringing them close to each other. Bringing together the most recent technologies from both industries—mobile phones and e-commerce—results in a product that provides new facilities and the liberty to conduct commerce in manner that would otherwise not be possible. Near Field Communication (NFC) is one of the latest small range wireless communication technologies. NFC-empowered equipment can just be pointed or touched by the users of their devices to other NFC-empowered equipment to communicate with them. Near-Field Communication chips might replace every card in the wallet in future.

This paper we discuss an overview of NFC System, security issues, tips for secure mobile NFC and the applications of NFC in various fields.

Keywords: *Near filed communication, Protocol, transactions, Mobile phone, wireless Communication.*

1. INTRODUCTION

Near Field Communication is undoubtedly an interesting technology that can open the way to new applications for the benefit of users and service providers. Mobile communication and computing technology has made astonishing advances since its inception in the 1980s. In reality

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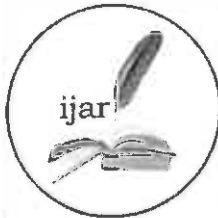
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**RESEARCH ARTICLE****DIGITAL MARKETING: CONCEPTS & ASPECTS.****Sandeep Ponde and Arjita Jain.**

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Key words:-

Digital Marketing, Internet Marketing,
 Mobile Phone, Social Media Marketing,
 Traditional Marketing.

Abstract

In the current era Digital Marketing is one of the most preferred forms of marketing. It is extremely popular in the younger generations, also being used by middle and the older generations. Today marketers are using digital marketing as a channel to market their products and the services. Digital Marketing is the way of electronic communication with customers and consumers. Due to advancements in technology, the use of digital marketing, social media marketing, and search engine marketing is increasing rapidly. Digital marketing requires a new understanding of customer behavior. Digital marketing is a strategy that gives an individual or organization the ability to get in touch with clients by establishing innovative practices, combining technology with traditional marketing strategies. Digital marketing is beyond internet marketing including channels that do not require the use of Internet. Digital marketing includes Mobile phones -SMS and MMS, social media marketing, display advertising, search engine marketing and many other forms of digital media. The purpose of this paper is to study the concept and various aspects of digital marketing and to explore the differences between digital marketing and traditional marketing.

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Introduction:-

Marketing is a restless, changing, and dynamic business activity. The role of marketing itself has changed dramatically due to various crises - material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying companies, terrorism and war, and effects due to rapid technological changes in certain industries.⁵ Digital Marketing has created a huge buzz in today's world. Digital marketing is the use of electronic media by the marketers to endorse the products or services into the market. The key objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. Digital marketing is the style of online promoting of your products, events or simply your business. Consumers can access information any time and any place where they want through digital media.

Digital marketing is a wide term that refers to a variety of promotional techniques used to reach customers via digital technologies. Digital marketing embodies a wide selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio. Digital marketing campaigns are becoming common as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops. It helps a buyer to compare a product with another product and it also allows 24 X7 services to purchase, even it allows

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ICT FOR ORGANIZATIONAL EFFECTIVENESS

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Use of ICT in Hotel industry

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Prof. Dr. Arjita Jain - Ph. D Guide

Abstract

Technology is playing an important role for the growth of hospitality industry. The impact of ICT (Information and Communication Technology) on hotel operations has been widely known as one of the major changes in the last decade. It has given new ways of communicating with guests. Moreover improving productivity is the main role of information technology (IT) in the hotel industry. This research paper focuses on relationship of ICT and operational productivity and its impact on hotel performance. Findings indicate that hotels have witnessed implementation of ICT has significant positive relationship with hotel performance, operational productivity and guest satisfaction.

Key words: Information and Communication Technology, Hospitality industry, Hotel performance, Productivity.

Introduction

Hotel industry being a service sector is characterized by personalized services provided to the customers. In order to make the guest stay pleasant, every component of services offered to the guest from his reservation, registration, period of stay, departure and post departure needs to be handled smoothly. Technology, specifically Information and Communication Technology (ICT) has been playing an important role in improvised services offered to the guest leading to guest satisfaction, resulting in repeat business to hotels. By using appropriate ICT applications, service providers are able to go beyond the practices they followed in earlier years. In a hotel, the use of technologies can help save important time, thus reducing cost and at the same time permitting the transportation and distribution of information, as a result significantly adding to the competitive advantage of the company {3}.

ICT has been rapidly changed or enhanced from time to time and many hotels invest a lot of money to ensure that they have the latest technology {2}. The purpose of this research paper is to focus on use of technology within hotels and its vital uses.

Methodology

For this research the researchers have concentrated on three star, four star and five star properties across India. In India there are many Indian and International chain of hotels having various brands in different categories of hotels. Hotels of a particular brand in same segment such as business, budget, boutique etc follow same basic structure of business processes. The sample we have selected for the purpose of research represents such segments. The sample includes business hotels, resorts, luxury hotels and budget hotels. The Leela, The Orchid, Taj hotels, Lemon Tree, Azaya Beach Resort, Hyatt Regency are some of the examples which represents different categories of hotels that will help research to be more comprehensive with diverse market segment.

The questionnaire formulated that highlighted the level of use of ICT in hotels, various areas where ICT is made use of, its role in day to day operations, its effectiveness and its impact on increase

in market share. At the same time researchers attempt to find out if there is any loss in personal touch in the services offered to the guest due to the use of ICT. It is likely to become more mechanical than personal as personalized service is the core of hospitality industry. Researchers also tried to find the future of hospitality sector due to advancement in ICT.

Literature Review

Information and Communication Technology (ICT) is defined as the use of digital tools for business function and processes {9}. E-tourism literature has highlighted that information and communication technologies (ICTS) result in greater productivity, decreased costs, increased revenues and improved business operations and customer service {1}.

Information and communication technology has played an important and dominant role in every part of life. Similarly it has profound impact on the hotel industry in the services offered by hotels to their customers. Technology has a great impact on the hospitality industry in recent years, and this will continue to increase the uses of computers and the growth of information technology in general {12}.

In the past few decades Computer Reservation System (CRS) which can be said as beginning of use of technology that started initially, followed by the Global Distribution System (GDS) in the 1980s, and finally the introduction of the internet from the 1990s to date shows the progress of use of ICT in hotel industry in the initial stage. The new and emerging ICT will improve the efficacy and efficiency of these systems. The possibility to use technologies as a driving force in order to augment the efficiency of the services provided to clients of the hotel industry will most probably become the key to succeeding in the particular sector {8}.

Little by little, technology tends to become a critically important permanent competitive advantage for the hospitality industry. In view of the benefits it provides to the industry, the extensive use of technology appears to be inevitable {11}. ICT based facilities provide greater competitive advantage. Intensity of competition has impact on decision of level of adoption of ICT applications in business processes.

The hotels are able to develop guest intelligence system that implies seeking, collecting and storing the right data, sharing the data throughout the entire organization and using this data through all levels of the organization to create personalized unique experiences {13}. If this data is used appropriately, it will help in creating magic experience that guest seek.

Information and Communication Technologies in Hotel Organizations

Technology becomes a main source of sustainable competitive advantage and a strategic weapon, especially in the tourism and hospitality industries, owing to the pivotal role information plays in the description, promotion, distribution, amalgamation and delivery of tourism products. {10}. ICT has considerably changed the role of management in value creation process since it speeds up management procedures and upgrades its efficiency

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A study on consumer awareness and satisfaction with e-commerce with reference to Mumbai region

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Abstract

Electronic commerce (E-commerce) is a form of transaction completed over a computer mediated network that involves the transfer of ownership or rights to use goods or services. It is about technology-enabled transactions. This paper presents Consumer Awareness and Satisfaction with E-commerce in Mumbai Region. The data was collected from e-commerce customers who purchase various kinds of product through e-commerce websites. Data was collected from total 1250 e-commerce customers in different areas of Mumbai Region. Data was analyzed using Chi-Square. Data analysis revealed that majority of customers are aware of e-commerce but afraid of answering too many personal questions while purchasing a product online; customers prefer e-commerce websites those do not seek for much personal information. It was observed that to find information customers use e-commerce but they select e-commerce site which is easy to use.

Keywords: e-commerce, consumer awareness, websites, payment mode and internet shopping

Introduction

Electronic commerce (E-commerce) consist transactions conducted over internet either by consumers purchasing goods and services or directly between businesses or even between consumers [2]. It encompasses all businesses conducted by means of computer networks. Advancements in telecommunications and computer technologies in recent years have made computer networks an integral part of the economic infrastructure. More and more companies are facilitating transactions over web. There has been terrific competition to target each and every computer user who is connected to the Web. Although business-to-business transactions play an important part in e-commerce market, a share of e-commerce revenues in developed countries is generated from business to consumer transactions. Accessibility of goods at lower cost with wider options and less time is the ultimate benefit of E-Commerce. With the click of mouse customer can see & take the decision. Similarly online services such as banking, ticketing (including airlines, bus, railways), bill payments, hotel booking etc. have been a incredible advantage to the customers. Many of experts are of the opinion that by and large e-commerce will raise exponentially in future. B2B transactions will stand for the largest revenue but online retailing will also benefit from a radical growth. Online businesses like financial services, travel, entertainment, and groceries are all likely to grow up enormously in coming future.

Objective of the Study

The objective of this research study is to identify consumer awareness and satisfaction with E-commerce in Mumbai Region.

Literature Review

This section provides a brief idea on the existing literature that supports increased customer awareness regarding e-commerce but level of awareness various from country to country, due to personal inhibitions interns of security customer satisfaction also varies.

Issa Najafi, in her article titled as *The Role of e-Commerce Awareness on Increasing Electronic Trust*, published in Life Science Journal (2012) reveals about intervention of ICT in various aspects of life and business. Author is of the opinion that regardless of technological advantages in the areas of increasing speed, accuracy, ease and dramatic reduction of transaction or processing costs, there are many challenges and application barriers continuously faced by users. Concerns such as users' privacy breaches, ensuring the accuracy, original identification of the buyers and sellers, confidentiality provision cause discomfort and distress in an individual during cyberspace transaction or deal. E-trust is the pillar of e-commerce. This study identifies the enabling factors, the bottlenecks and, forecasts the future growth of e-commerce in scope of using e-commerce.

Selvarajah Krishnan1,, Iiham Sentosa, Siti Nurain, Nur Amalia, Syakila Syamim and Wan Nur Hafizah, in their paper titled as *"E-commerce Issues on Customer's Awareness in Malaysia"*, published in International Journal of accounting & Finance (2017) highlights that customer's awareness towards e-commerce transaction has been a major issue in Malaysia. Authors are of the opinion that the main reason why most people still doubting about electronic commerce is because the customer's safety associated with electronic transaction over the Internet. Both qualitative and quantitative data has been used for the study. Survey method has been used. Research findings reveal that the age group

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LABOUR WELFARE MEASURES AT SUPER POWER EQUIPMENTS PVT. LTD., NAVI MUMBAI

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ABSTRACT

Labour welfare is one of the major determinants of industrial relations. The development of community and society depends majorly on the development of labours. The importance of labour welfare is beyond any debate and is recognized as an integral part of industrial tradition in all the countries. It increases the productivity, as well as productive efficiency of the workers and induces in them a new spirit of self-realization and consciousness. That is why the labour welfare scheme are regarded as a wise investment. The Oxford Dictionary defines labour welfare as "efforts to make life worth living of worker". Welfare can be observed, experienced and enjoyed but measuring its effectiveness is difficult as welfare is a corporate attitude or commitment reflected in the expressed care for employees at all level and it largely varies from corporate to corporate. Super Power Equipments Pvt. Ltd., situated in Navi Mumbai, is a NGO, one of the top suppliers of Control Panel Boards, Transformer & Transformer Components in India. For the purpose of study Labour Welfare Measures of Super Power Equipments Pvt. Ltd. were studied. Research type was Descriptive. Both qualitative and quantitative data has been used for the study. Survey method has been used. Data was collected using structured questionnaire. Random sampling has been used. Sample size was 50. Data was analyzed using Excel. It was observed that overall the workers were satisfied with the welfare facilities. Suggestions were made to improve medical benefits, overtime, insurance and public holidays etc.

Key Words: *Working Environment, Safety & Security, Allowances, Insurance and Medical Benefits*

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EMPLOYABILITY SKILLS - A STUDY ON THE PERCEPTION OF MANAGEMENT & TECHNOLOGY GRADUATES AND EMPLOYERS IN MUMBAI

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ABSTRACT

Education system is the foundation of society and responsibility is to develop the future. Employability skills are the skills, qualities and attitudes that employers essentially look in their prospective employees. Continuous advancements in technology have transformed the businesses and business models drastically. Under this unpredictable, fierce and competitive business world creating a right fit between individual and organization is highly challenging. There is a gap between management and technology curriculum content and industry expectations. This problem is also being faced by graduates when they enter into the corporate world. This phenomenon is also observed in uneven employment opportunity across different industry and sectors. Therefore, the motive for this research study was to explore and analyze the level of employability skills among management and technology graduates in Mumbai. Two sets of questionnaires were developed to assess of employability skills; applied, interpersonal and 21st-century skills. 20 corporate, 100 HR managers, and 700 graduates participated in this study. Collected data was analyzed using SPSS. Descriptive statistics was used to attain the objectives of the study. The research findings revealed that there is a difference between the perception of employers and graduates on the employability skills.

KEYWORDS: Curriculum, Management and MCA, Employability Skills, University & Higher Education Institutes

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INTRODUCTION

Long back the British introduced and implemented a well structured education system in colonial India to create a qualified pool of human resources who would help them to rule and manage the nation with a heightened administrative hold. More than 70 years have gone; we have not revamped the Indian education system. The result of this is poor employability of Indian youth at masses. In today's dynamic global business world; Management and technology education plays a vital role. Most MNCs require MBAs and MCAs graduates who are adaptable, flexible having an entrepreneurial attitude and who can act as change agents in the organization. Management and MCA graduates have to learn how to move from campus to corporate. They need to understand that what kind of readiness is expected by the industry. Practically, there is a vast gap between what industry needs and what is available in terms of skilled students. Enhancing employability skills in management and technology education is considered as an important task by all the universities and institutes. Augmenting employability skills in management and technology education is considered today as a major challenge by most of the educational institutions. Management education focuses on developing a broad range of managerial knowledge and abilities; whereas MCA focuses on developing logical reasoning and programming skills. In management more emphasis is given to the performance of the candidates on the job and this requires a set of skills that match the job. In addition

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RESEARCH ARTICLE

DIGITAL MARKETING: CONCEPTS & ASPECTS.

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Key words:-

Digital Marketing, Internet Marketing,
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Abstract

In the current era Digital Marketing is one of the most preferred forms of marketing. It is extremely popular in the younger generations, also being used by middle and the older generations. Today marketers are using digital marketing as a channel to market their products and the services. Digital Marketing is the way of electronic communication with customers and consumers. Due to advancements in technology, the use of digital marketing, social media marketing, and search engine marketing is increasing rapidly. Digital marketing requires a new understanding of customer behavior. Digital marketing is a strategy that gives an individual or organization the ability to get in touch with clients by establishing innovative practices, combining technology with traditional marketing strategies. Digital marketing is beyond internet marketing including channels that do not require the use of Internet. Digital marketing includes Mobile phones -SMS and MMS, social media marketing, display advertising, search engine marketing and many other forms of digital media. The purpose of this paper is to study the concept and various aspects of digital marketing and to explore the differences between digital marketing and traditional marketing.

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Introduction:-

Marketing is a restless, changing, and dynamic business activity. The role of marketing itself has changed dramatically due to various crises - material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying companies, terrorism and war, and effects due to rapid technological changes in certain industries.³ Digital Marketing has created a huge buzz in today's world. Digital marketing is the use of electronic media by the marketers to endorse the products or services into the market. The key objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. Digital marketing is the style of online promoting of your products, events or simply your business. Consumers can access information any time and any place where they want through digital media.

Digital marketing is a wide term that refers to a variety of promotional techniques used to reach customers via digital technologies. Digital marketing embodies a wide selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio. Digital marketing campaigns are becoming common as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops. It helps a buyer to compare a product with another product and it also allows 24 X7 services to purchase, even it allows

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LABOUR WELFARE MEASURES AT SUPER POWER EQUIPMENTS PVT. LTD., NAVI MUMBAI

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ABSTRACT

Labour welfare is one of the major determinants of industrial relations. The development of community and society depends majorly on the development of labours. The importance of labour welfare is beyond any debate and is recognized as an integral part of industrial tradition in all the countries. It increases the productivity, as well as productive efficiency of the workers and induces in them a new spirit of self-realization and consciousness. That is why the labour welfare scheme are regarded as a wise investment. The Oxford Dictionary defines labour welfare as "efforts to make life worth living of worker". Welfare can be observed, experienced and enjoyed but measuring its effectiveness is difficult as welfare is a corporate attitude or commitment reflected in the expressed care for employees at all level and it largely varies from corporate to corporate. Super Power Equipments Pvt. Ltd., situated in Navi Mumbai, is a NGO, one of the top suppliers of Control Panel Boards, Transformer & Transformer Components in India. For the purpose of study Labour Welfare Measures of Super Power Equipments Pvt. Ltd. were studied. Research type was Descriptive. Both qualitative and quantitative data has been used for the study. Survey method has been used. Data was collected using structured questionnaire. Random sampling has been used. Sample size was 50. Data was analyzed using Excel. It was observed that overall the workers were satisfied with the welfare facilities. Suggestions were made to improve medical benefits, overtime, insurance and public holidays etc.

Key Words: *Working Environment, Safety & Security, Allowances, Insurance and Medical Benefits*

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EMPLOYABILITY SKILLS - A STUDY ON THE PERCEPTION OF MANAGEMENT & TECHNOLOGY GRADUATES AND EMPLOYERS IN MUMBAI

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NEAR FIELD COMMUNICATION: AN OVERVIEW, SECURITY ISSUES & APPLICATIONS

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ABSTRACT:

Over the past century the communication & commerce industries and their underneath technologies have expand and changed most dramatically. One application of proximity mobile payment uses NFC technology. Near Filed Communication is commonly known as NFC. Near-field communication (NFC) is a set of communication rules that allow two electronic devices, one of which is usually a portable device such as a Smartphone, to establish communication by bringing them close to each other. Bringing together the most recent technologies from both industries—mobile phones and e-commerce—results in a product that provides new facilities and the liberty to conduct commerce in manner that would otherwise not be possible. Near Field Communication (NFC) is one of the latest small range wireless communication technologies. NFC-empowered equipment can just be pointed or touched by the users of their devices to other NFC-empowered equipment to communicate with them. Near-Field Communication chips might replace every card in the wallet in future.

This paper we discuss an overview of NFC System, security issues, tips for secure mobile NFC and the applications of NFC in various fields.

Keywords: *Near filed communication, Protocol, transactions, Mobile phone, wireless Communication.*

1. INTRODUCTION

Near Field Communication is undoubtedly an interesting technology that can open the way to new applications for the benefit of users and service providers. Mobile communication and computing technology has made astonishing advances since its inception in the 1980s. In reality



A study on consumer awareness and satisfaction with e-commerce with reference to Mumbai region

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Abstract

Electronic commerce (E-commerce) is a form of transaction completed over a computer mediated network that involves the transfer of ownership or rights to use goods or services. It is about technology-enabled transactions. This paper presents Consumer Awareness and Satisfaction with E-commerce in Mumbai Region. The data was collected from e-commerce customers who purchase various kinds of product through e-commerce websites. Data was collected from total 1250 e-commerce customers in different areas of Mumbai Region. Data was analyzed using Chi-Square. Data analysis revealed that majority of customers are aware of e-commerce but afraid of answering too many personal questions while purchasing a product online; customers prefer e-commerce websites those do not seek for much personal information. It was observed that to find information customers use e-commerce but they select e-commerce site which is easy to use.

Keywords: e-commerce, consumer awareness, websites, payment mode and internet shopping

Introduction

Electronic commerce (E-commerce) consist transactions conducted over internet either by consumers purchasing goods and services or directly between businesses or even between consumers [2]. It encompasses all businesses conducted by means of computer networks. Advancements in telecommunications and computer technologies in recent years have made computer networks an integral part of the economic infrastructure. More and more companies are facilitating transactions over web. There has been terrific competition to target each and every computer user who is connected to the Web. Although business-to-business transactions play an important part in e-commerce market, a share of e-commerce revenues in developed countries is generated from business to consumer transactions. Accessibility of goods at lower cost with wider options and less time is the ultimate benefit of E-Commerce. With the click of mouse customer can see & take the decision. Similarly online services such as banking, ticketing (including airlines, bus, railways), bill payments, hotel booking etc. have been a incredible advantage to the customers. Many of experts are of the opinion that by and large e-commerce will raise exponentially in future. B2B transactions will stand for the largest revenue but online retailing will also benefit from a radical growth. Online businesses like financial services, travel, entertainment, and groceries are all likely to grow up enormously in coming future.

Objective of the Study

The objective of this research study is to identify consumer awareness and satisfaction with E-commerce in Mumbai Region.

Literature Review

This section provides a brief idea on the existing literature that supports increased customer awareness regarding e-commerce but level of awareness various from country to country, due to personal inhibitions interns of security customer satisfaction also varies.

Issa Najafi, in her article titled as *The Role of e-Commerce Awareness on Increasing Electronic Trust*, published in Life Science Journal (2012) reveals about intervention of ICT in various aspects of life and business. Author is of the opinion that regardless of technological advantages in the areas of increasing speed, accuracy, ease and dramatic reduction of transaction or processing costs, there are many challenges and application barriers continuously faced by users. Concerns such as users' privacy breaches, ensuring the accuracy, original identification of the buyers and sellers, confidentiality provision cause discomfort and distress in an individual during cyberspace transaction or deal. E-trust is the pillar of e-commerce. This study identifies the enabling factors, the bottlenecks and, forecasts the future growth of e-commerce in scope of using e-commerce.

Selvarajah Krishnan1,, Iham Sentosa, Siti Nurain, Nur Amalia, Syakila Syamim and Wan Nur Hafizah, in their paper titled as "*E-commerce Issues on Customer's Awareness in Malaysia*", published in International Journal of accounting & Finance (2017) highlights that customer's awareness towards e-commerce transaction has been a major issue in Malaysia. Authors are of the opinion that the main reason why most people still doubting about electronic commerce is because the customer's safety associated with electronic transaction over the Internet. Both qualitative and quantitative data has been used for the study. Survey method has been used. Research findings reveal that the age group

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MARKETING STRATEGIES OF HYUNDAI MOTORS IN INDIA

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ABSTRACT

In today's competitive era the word 'Strategy' is meant a lot for all business organizations. Presently organizations started realizing that customer-centric and aggressive marketing strategies play a vital role to become a successful leader. Globalization already opened the doors of opportunities for all; the market is still crowded with some unknown risks and lot of competition. Because of this competition, marketing strategies must aim at being a unique, differential-creating and advantage-creating. If organization has a unique and differential advantage, an organization has to be creative in its marketing strategy. Today due to innovative marketing strategies Hyundai motors has become one of the leading & largest sellers of automobiles in India. The Company has adopted various Brand positioning, Advertising, Distribution strategies for capturing the overall market. Hyundai's few unique promotional strategies Change your life campaign. The objective of this paper is to focus on various marketing strategies of Hyundai Motors in India.

Keywords – Strategy, Brand Position, Marketing, Promotion, Distribution.

1. INTRODUCTION

The roots of Indian Automobile industry refers to first car which ran Indian road in 1897, which created the way for imports of automobile through the 1930's. Hinduastan motors was

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USAGE AND IMPACT OF WHATSAPP ON YOUTH

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ABSTRACT

WhatsApp is a popular mobile application for providing instant messaging service in smart phones. It uses Internet services to communicate different type of text and multimedia messages between users or groups. Its users worldwide have crossed the figure of one billion in February 2016. The effect of WhatsApp on our lives, culture, and society keeps on increasing. It is also becoming popular tool for marketing in businesses and publicity in politics. This growth has also drawn the attention of researchers to understand the implications and effect of WhatsApp.

We investigated the usage and effect of WhatsApp in the area of Nerul Navi Mumbai. We performed a survey and obtained responses. Total 70 responses had been received in which only 50 responses were considered for analysis those have completed all questions and having 18-25 years of age. The users made a slow shift from all social networking sites to WhatsApp in a quick span of time. This survey results show that there is a significant impact of WhatsApp on its users. Around 66% of WhatsApp users believe that WhatsApp has improved their relationship with friends. More than 63% of its users think it is not harmful for them. There are several other analyses presented in this paper based on age-groups and features provided by WhatsApp to its users. This survey analysis may be useful for academicians and researchers for understanding the behavior of WhatsApp users and reflect the possibility of using WhatsApp in education, social services and governance.

Keywords: *WhatsApp, Impact, Effect, Usage, Social Media.*

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MARKETING STRATEGIES OF HYUNDAI MOTORS IN INDIA

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ABSTRACT

In today's competitive era the word 'Strategy' is meant a lot for all business organizations. Presently organizations started realizing that customer-centric and aggressive marketing strategies play a vital role to become a successful leader. Globalization already opened the doors of opportunities for all; the market is still crowded with some unknown risks and lot of competition. Because of this competition, marketing strategies must aim at being a unique, differential-creating and advantage-creating. If organization has a unique and differential advantage, an organization has to be creative in its marketing strategy. Today due to innovative marketing strategies Hyundai motors has become one of the leading & largest sellers of automobiles in India. The Company has adopted various Brand positioning, Advertising, Distribution strategies for capturing the overall market. Hyundai's few unique promotional strategies Change your life campaign. The objective of this paper is to focus on various marketing strategies of Hyundai Motors in India.

Keywords – Strategy, Brand Position, Marketing, Promotion, Distribution.

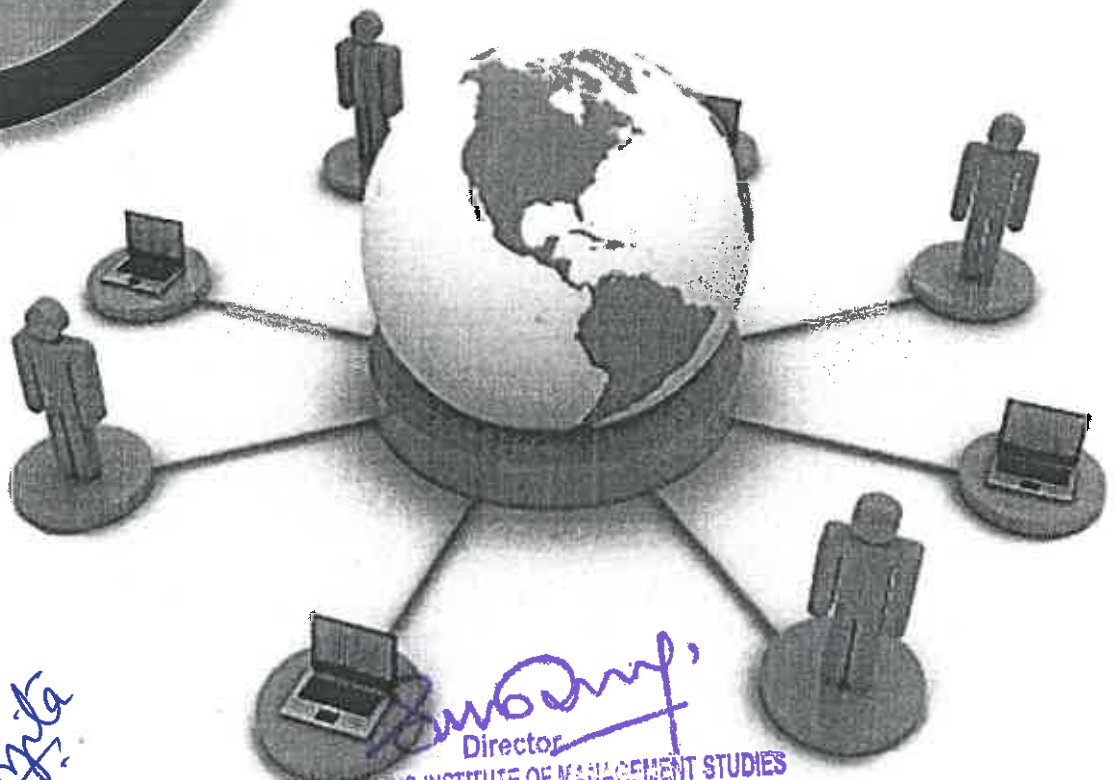
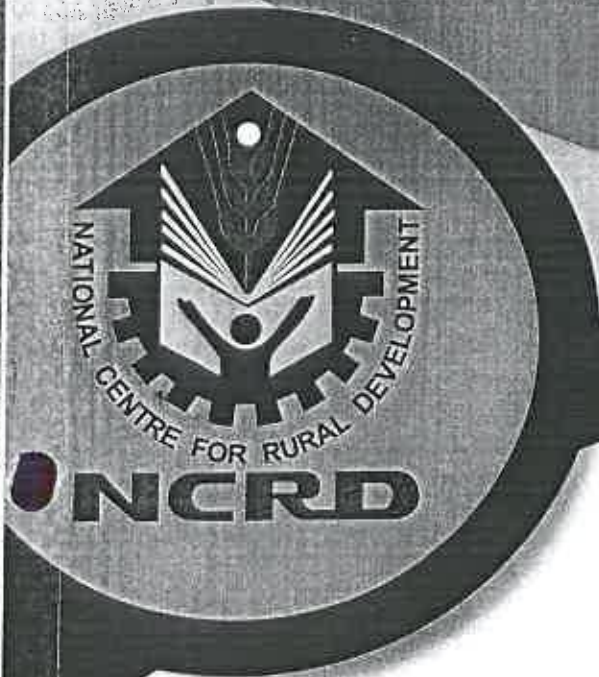
1. INTRODUCTION

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ICT FOR ORGANIZATIONAL EFFECTIVENESS

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SURVEY OF MUTUAL FUNDS IN MARKETING

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ABSTRACT:

As the world is building a faster and smoother shift towards digital, it is quite obvious for mutual funds to market online. although being numerous challenges in online marketing, there is always possibility for new innovation and creation in the services of financial sector. However fund marketing has still be slower to make a leap into new media tactics from the traditional ones. Mutual funds were created to make investment easy, so consumers wouldn't have to be burdened with picking individual stocks. for the most common part technique that applies for online marketing is the SEO ranking in Google. The first page content in the Google web page is observable to draw your attention at first. This has been tried and true technique broadly practiced by all marketing groups. But certainly there are future challenges that investors go through while using digital marketing techniques.

Keywords: *Digital, Innovation, Technique, online marketing, Digital marketing technique, investors*

1. INTRODUCTION

“Investing must be more like watching paint dry or watching grass grow. If you want exhilaration, take \$800 and go to Las Vegas.- Paul Samuelso

Mutual Fund Transactions: A **mutual fund** is a pool of money from a group of investors that is put into a portfolio of stocks, bonds, and government securities. Buying and selling shares in a **mutual fund** is different than buying and selling stocks.

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Application of IoT for Improving the Lifestyle of Disabled People

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ABSTRACT

We are living in another correspondence age, which will fundamentally change the manner in which we live in our general public. An existence where anything will be associated with Internet is being made, creating an altogether new powerful system - The Internet of Things (IoT) - empowering new methods for correspondence between individuals, things and condition. Right now, over a billion people including kids (or about 15% of the total populace) are evaluated to live with inability. The absence of help administrations can make debilitated individuals excessively subject to their families, which keeps from being monetarily dynamic and socially included. In this manner, it is important to see great every one of these innovations so as to know which of them is most appropriate for a given situation. The Internet of Things can offer individuals with incapacities the help and support they have to accomplish a decent personal satisfaction and enables them to take an interest in the social and monetary life. In this paper, a review of the Internet of Things for individuals with disabilities is given. For this reason, the proposed design of the Internet of Things is presented. Distinctive application situations are considered so as to describe the association of the segments of the Internet of Things. Basic difficulties have been recognized and tended to.

Keywords: Disabled People, Sensors, Internet, Handicapped, Wireless Sensors, RFID, IoT Dynamic system

1. INTRODUCTION

2.1 Internet of Things (IoT)

Internet of Things (IoT) interface numerous items to the Internet. empowers the trading of information never accessible, and brings clients the data in an increasingly secure manner. Cisco gauges the IoT will comprise of 50 billion gadgets associated with it the Internet by 2022. By utilizing the idea of IoT, we can interface gadgets to web and they can speak with one another over web.

"Things," in the IoT sense, can imply a wide collection of contraptions, for instance, heart checking embeds, biochip transponders on estate animals, electric cautions in shoreline front waters, cars with implicit sensors, or field activity gadgets that help firemen in hunt and salvage tasks... etc^[1]. These gadgets gather valuable information with the assistance of different current innovations and afterward naturally stream the data between different gadgets.

For instance, we are wearing pants with no sexual orientation contrast. The vast majority of us wear a pants for 3 to multi week decisively particularly young men. Think one day when pants illuminate us "its excessively stinking, time for washing" by our versatile. That is Internet of Things. Here pants are associated with our portable over to web. A sensor connected to the pants detects time of washing and advise the client. Some time it might

take choices like the data is additionally send to any close by washing focus in the event that we are occupied. There are numerous uses of IoT. like, Assembling, Energy Management, Infrastructure the board, Medical and Health care, Building and mechanization, Transportation, Large scale organization... and so on.

As the advancements are getting to be perceived, there is potential to have any kind of effect in fields other than business and security, and spotlight on how the Internet of Things can have a huge effect in wellbeing care, especially in field of helping debilitated individuals.

With the IoT, it is normal that those with physical constraints will probably interface, discuss, and have physical controls through a cell phone, or something comparative. As per CMS Wire, engineers of such applications would need to invest significant energy in the (UI) to decide ease of use dependent on a specific physical impediment. An awkward UI, or one that may require complex signals, could make use by some with handicaps troublesome. Straightforward and instinctive UIs would be keys to achievement in such manner.

The things which can be interface with web to help the impaired individuals in any way goes under this class. An exceptionally straightforward precedent that exists is being used is simply the Special Olympics. In 2009, the Special Olympics organized RFID (Radio Frequency Identification) identifications to the competitors that included name, anecdotal data, and restorative history. These RFID identifications can likewise be utilized to follow the areas of competitors as they contend however above all, to furnish medicinal staff with data should anything occur for the competitor^[4].

2. OBJECTIVES

- The overall purpose of this paper is to analyse how disabled people can refrain certain activities which they had to do without availability of certain devices.
- To identify the requirement of resource gathering about the devices available.
- To develop an architectural design of device which will be suited for every handicapped person in their daily life.
- To establish relation of differently abled people with the Internet of Things and helping them with support of this invention with various concepts defined in this paper.
- To collect data representation of people involved in this stage for analysing availability and cost of the required resource.

3. REVIEW OF LITERATURE

Handicap is the result of a hindrance that might be physical, intellectual, mental, tactile, passionate, formative, or a blend of these. An incapacity might be available from birth, or happen amid an individual's lifetime^[1].

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NEAR FIELD COMMUNICATION: AN OVERVIEW, SECURITY ISSUES & APPLICATIONS

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ABSTRACT:

Over the past century the communication & commerce industries and their underneath technologies have expand and changed most dramatically. One application of proximity mobile payment uses NFC technology. Near Filed Communication is commonly known as NFC. Near-field communication (NFC) is a set of communication rules that allow two electronic devices, one of which is usually a portable device such as a Smartphone, to establish communication by bringing them close to each other. Bringing together the most recent technologies from both industries—mobile phones and e-commerce—results in a product that provides new facilities and the liberty to conduct commerce in manner that would otherwise not be possible. Near Field Communication (NFC) is one of the latest small range wireless communication technologies. NFC-empowered equipment can just be pointed or touched by the users of their devices to other NFC-empowered equipment to communicate with them. Near-Field Communication chips might replace every card in the wallet in future.

This paper we discuss an overview of NFC System, security issues, tips for secure mobile NFC and the applications of NFC in various fields.

Keywords: *Near filed communication, Protocol, transactions, Mobile phone, wireless Communication.*

1. INTRODUCTION

Near Field Communication is undoubtedly an interesting technology that can open the way to new applications for the benefit of users and service providers. Mobile communication and computing technology has made astonishing advances since its inception in the 1980s. In reality

Agile Process and Methodologies: A Comparative Study

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Abstract - This paper is all about the comparative study of agile process. The paper will help other software development process models. Agile processes plays vital role in the areas of software project management, software schedule management etc. Customer satisfaction as well as faster development with low defect rate is the main aim of the agile processes. This paper reflects the comparison of the agile processes with other software development life cycle models. Agile processes are not always advantageous, they have some drawbacks as well.

AGILE promotes continuous iteration of development and testing throughout the software development lifecycle of the project.

Key Words: Agile Methodology, Software development lifecycle, Extreme programming, Scrum

1 INTRODUCTION

In software development life cycle, there are two main parts, one is to emphasize on process and the other is the quality of the software and process itself. Agile software processes which are based on iterative and interactive development helps in changing the requirement according to customer needs. It helps in adaptive planning, iterative development and time boxing. It is a theoretical framework that promotes foreseen interactions throughout the development cycle. SDLC is a framework that describes the activities performed at each stage of a software development life cycle [1] and has various model such as spiral, waterfall and RAD model. The software development activities such as planning, analysis, design, coding, testing and maintenance which need to be performed according to the demand of the customer. It depends on the various applications to choose the specific model. In this paper, however, we will study the agile processes and its methodologies. Agile process is itself a software development process [2]. Agile process is an iterative approach in which customer satisfaction is at highest priority as the customer has direct involvement in evaluating the software [3].

The agile process follows the SDLC which includes requirements gathering, analysis, design, coding, testing and delivers partially implemented software and waits for the customer feedback. Customer satisfaction is considered as highest priority with faster development time. The agile processes are:

1. Requirement gathering.
2. Analysis
3. Design
4. Coding
5. Testing
6. Delivery
7. Feedback from customer.

1.1 Characteristics of Agile Methodology

Agile process requires less planning. It divides the plan into small increments. It is used for short term project with a help of team. Agile is an iterative process as if you want to change any requirement in the middle of your project lifecycle then you can make a change as it is a iterative process you don't need to change the whole requirement which is been gathered earlier. This is the plus point of agile process. It is very difficult to change the requirement and design if you are using waterfall model.

The agile process is iterative process so changes can be made according to customer satisfaction.

Customer's needs is the priority for this process. New features can be added in between the process as it uses iterative process.

1.1.1 Iterative:

The main goal of agile methodology rather you can say it as objective is to meet the customer satisfaction, so it uses multiple iteration.

1.1.2 Modularity:

Agile process creates chunks and makes the system into manageable pieces as modules. Modularity plays an important role in software development life cycle.



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M-Commerce using Augmented Reality

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Abstract:

Now a day's use of mobile is not only limited to calling or sending messages through sms, but mobile is also used to shop online and make an online payment. This has led to M-Commerce that is Mobile Commerce. M-commerce has introduced a new way of purchasing goods and services. Using mobile devices one can browse for any product and can purchase that product at any time from anywhere. Through this use of mobile has dominated our buying decisions even when we are present physically at stores. This huge growth in m-commerce has put pressure on suppliers and manufacturer so as to gain attention and positive feedback from consumers. To achieve this and provide real-time experience to customers while shopping many technologies are used. Technology plays an important role to automate work that has changed the vision of real-world experience. One of these emerging technologies is Augmented Reality (AR). AR provides the perception of components on the digital world into a person's real world. Nowadays AR is used in various areas. The integration of AR into M-Commerce is quickly changing how consumers shop by offering them a much more immersive and personal experience. The online shopping experience is influenced even before a consumer interacts with the actual product, this changes consumers buying decisions. For sellers, AR increases consumer engagement. People spend more time visualizing and configuring products in the real world, and they are no longer left with doubts about their online purchases. This paper gives an overview of the impact of augmented reality on m-commerce and how Augmented Reality is boosting M-commerce.

Keywords: M-Commerce, Mobile device, Augmented Reality (AR), Technology, Online shopping

Introduction:

M-commerce is a service which involves buying and selling of goods and services and performs online transactions through wireless handheld devices like mobile phones. Thus M-commerce is used to book tickets, shop online, perform money transactions, etc. It makes easy for users to make transactions from anywhere as a user does not need to sit at a computer which is plugged in. Through online shopping, users can test the products instantly and acquire more information about the product. Thus users can make the most desirable decisions and have more chances to purchase the required product. To make M-commerce effective, technologies are used so as to provide a real-time experience of the product to users. One such technology is augmented reality system which shows virtual objects in the physical world. Augmented reality is technology which enhances existing environments and offers perceptually enhanced experiences. Using augmented reality the information present in the real world becomes more interactive and presentable. This provides users to make buying decisions and help to improve the user experience of shopping. While purchasing goods online, customers have to choose goods and then proceed to payment and add credit card information. Because of these most of the customers abandon their shopping before purchase because they are not sure how that good or product will look in the real

environment. To provide customers real view of the product in their own environment, Augmented reality is introduced. With the alliance of Augmented Reality in shopping, customers can interact with the product at home or in their surroundings with their mobile phones. Because of these interaction customer's assurance with a product and hence chances of buying product increases. Augmented reality has thus helped to boost up M-commerce. In this paper, we will provide an overview of how Augmented reality is boosting up M-commerce growth.

Objectives of the Study:

1. The main objective of the study is to highlight and boost the growth avenues of m-commerce using Augmented Reality.
2. The paper also wish to address the technical implementation of Augment reality for m-commerce

Review of literature:

Adoption of mobile commerce:

Mobile commerce has many features which are helpful to users, therefore growth of mobile commerce was predicted to be very fast. However, mobile commerce is developing comparatively slowly in comparison with electronic commerce (Mylonadis, 2004). To overcome this, researchers are making efforts to find which aspect leads to the adoption of mobile commerce. M. Pastore (2001) say that, it can happen because the adoption of mobile commerce may be different from electronic commerce adoption due to differences in consumers' demand and characteristics of the artifact. Other technical characteristics that can negatively affect mobile commerce adoption might be a user interface limitations, slow or sluggish network connections, information security, or even the threat of government regulation (Wen and Mahatanankoon, 2004). In addition, Pruthi and Mahatanankoon and Joaquin Vila-Ruiz (2007) suggest five factors which provide a complementary consumer-based perspective. They are Consumer Unawareness, Device efficiency, Demand for Conventional Business Transactions, Interoperability Concerns and Personalization Needs (Pruthi and Mahatanankoon and Joaquin Vila-Ruiz, 2007). The study of M. Khalifa and K. Ning Shen (2008) demonstrates that perceived consequences have a positive effect on individual attitudes and intentions to adopt mobile commerce. In their research, M. Khalifa and K. Ning Shen (2008) identified five consequences that were perceived to be important by potential mobile commerce adopters which are cost, convenience, privacy, efficiency, and security. According to Ko, Kim, and Lee (2009) ease of use, usefulness, enjoyment, and instant connectivity affect perceived value, which then influences mobile shopping intention. The quality of mobile shopping systems was examined by Chen (2013) who found out that the quality of system, information, and service are the major determinants of mobile shopping system use and customer satisfaction, which in turn are direct antecedents of purchase intention.

Adoption of augmented reality:

Technically augmented reality is a combination of computer-generated digital entities and the real environment. Here real

Applications of Blockchain

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Abstract:

Blockchain has been considered as a revolutionary technology for the record systems as it has many applications that can change how the current system of maintaining records and transactions. In this research paper we will be explaining some of the application of the blockchain in some of the sectors like the health care industry, the banking sector, supply chain management and intrusion detection systems it will include the challenges faced by the current systems and how implementing blockchain has helped solve those challenges.

Key words: Blockchain, Supply Chain Management

Introduction:

What is Blockchain?

Blockchain is a record based system that maintains a continuously growing set of data records. It is a decentralised system, meaning that there is no master computer holding the entire chain. Rather, the involved nodes have a copy of the chain. It's a ever-growing system as data records are only added to the chain.

A blockchain consists of two types of elements:

- **Transactions** that are the actions created by the participants in the system.
- **Blocks** record these transactions and make sure that they are in the right sequence and have not been tampered with. Blocks also record a time stamp for when the transactions were added.

What are Some Advantages of Blockchain?

The substantial advantage of blockchain is that it's *public*. Everyone involved can see the blocks and the transactions stored in them. This does not mean that everyone can see the actual content of your transaction, as that's protected by your private key.

A blockchain is *decentralized*, so there is no single authority that can authorise the transactions or set specific rules to have transactions accepted. That means there's a significant amount of trust involved since all the involved participants in the network have to reach a consensus to accept transactions. Most importantly, it's *secure*. The database can only be extended and previous records cannot be altered (at least, there's a very high cost if someone wants to alter previous records).

How Does it Work?

A node starts a transaction by firstly creating and then digitally signing it with its own private key created via cryptography. A transaction amounts to various actions in a blockchain. This is a data structure that amounts to transfer of value between users on the blockchain network. Transaction data structure usually consists of some logic of transfer of value, specific and relevant rules, source and destination addresses, and other validation information.

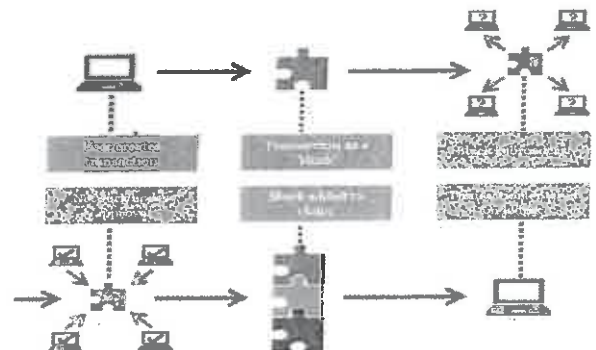
A transaction is flooded by using a flooding protocol, called

Gossip protocol, to peers that approve the transaction based on present criteria. Usually, more than one node are required to substantiate the transaction.

Once the transaction is validated, it is included in a block, which is then propagated onto the network. At this point, the transaction is considered confirmed.

The newly-created block then becomes part of the ledger, and the next block links itself cryptographically back to this block. This link is a hash pointer. At this stage, the transaction gets its second verification and the block gets its first confirmation.

Transactions are then re-established every time a new block is created. Usually, six authentication in the a network are required to consider the transaction final.



Blockchain technology flow. Source: PwC Digital Services

Two Main Types of Blockchain

- In a **public** blockchain, everyone can read or write data. Some public blockchains limit the access to just reading or writing. Bitcoin, for example, uses an approach where anyone can write.
- In a **private** blockchain, all the participants are known and trusted. This is useful when the blockchain is used between companies that belong to the same legal mother entity.

Blockchain in Healthcare

One of the fields where blockchain is considered to have great potential is healthcare. To transform healthcare, the focus should be given to the management of data that could benefit from the probable to connect distinct systems and increase the efficiency and accuracy of EHRs. Blockchain technology can be used to support drug prescriptions and supply chain management, pregnancy and any risk that arise in data management as well as to support access control, data sharing and managing audit trail of medical activities. Blockchain-based healthcare systems could enhance security and authenticity of patients' data since patients would have control over their healthcare records. Those systems could also help build up patient data, enabling the exchange of

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A SYSTEM BASED ON OPINION MINING OF USER DATA ON SOCIAL MEDIA

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ABSTRACT

Over social media there are plenty of emotional symbols (emojis) which are used in comparison to textual content which is an unstructured sort of text which gets considered and a daily increase in such symbols is moving closer to the new records prediction determination approach. Due to the speedy development of net, big numbers of web pages assigned by readers' emotions are generated via new portals.

Comparing to the previous studies which focused on author's perspective, our research focuses on readers' emotions invoked by news articles. Our studies affords significant assistance in social media software such as sentiment retrieval, opinion summarization and election prediction. In this paper, we are expecting the reader's emotion state-of-information primarily based on the social opinion community. Mainly, we assemble the opinion community based totally on the semantic distance. The communities within the news network suggest specific occasions which might be related to the feelings. Consequently, the opinion community serves as the lexicon among occasions and corresponding emotions. We leverage neighbor courting in network to are expecting readers' feelings. As a result, our techniques achieve better result than the other techniques. Moreover, we developed a developing approach to prune the network for sensible application. The experiment verifies the rationality of the application.

In this paper, we propose a system based on social opinion prediction by generating a real-time social opinion network. In more details, first, we train word vectors according to the most recent Wikipedia word corpus. Second, we calculate semantic distance between news via word vectors.

Keywords: *Opinion mining, SOM, emojis, pattern matching*

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CHAT-BOTS

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ABSTRACT

Despite the evolution and enhancements in technology that market is experiencing, there are still demands for some intensive technology in the market. There is always a need of some unique technology in the market which will fulfill user requirement. One such technology that we are going to discuss about in this paper is Chat-bots. Chat-bots are computer programs that interact with users. The main purpose of the chat-bot system is that the computer is performing natural conversation with human which is as human as possible. This paper presents a brief discussion about developments in chat-bot technology. The goal of this paper is to make a survey of chat-bot technologies and thus make it easier for a developer on to which technology to use for the further development of the chat-bot system. Finally, it summarizes the advantages and disadvantages of chat-bot technology.

Keywords: Chat-bots, ELIZA, AIML, Flow chart, ChatScript.

1. INTRODUCTION

In this paper we are focusing on chat-bot system, which are gaining popularity in today's environment. In the 1960's, this technology started with aim to see if chat-bot system could interact with users. Chat-bot system also serves some specific purposes such as organizing files, searching the web, scheduling the task, setting up appointments, etc. We have come across various successful virtual assistants such as Siri, Google Assistant, Cortana, Alexa, etc. Chat-bots are the technological machine-learned programs which are used to interact with the users.

Now the challenges the chat-bots are facing are of understanding the human inputs and its responses. Chat-bots are simply using the pattern matching approach where it accepts the input from the user and find the scripted response which matches the input. But this cannot

lead to a fully acceptable conversation between the humans and the bot or cannot lead to a conversation with the specific purpose that is mentioned above.

With such drawbacks the developers or the researchers kept adding new functionalities to the existing approaches. This development made chat-bot much more successful and also introduced various different approaches, systems and solutions to the same problem.

2. EARLY CHAT-BOTS

There were numerous chat-bots and chat-bot technologies mostly in games and focused domain expert systems, but it is not known how did well they performed and they were never compared against each other.

Eliza was the first known chat-bot which was developed in 1966. Its role was to behave as a Rogerian psychologist using simple pattern matching and mostly returned user sentences in a form of questions. It did not had good conversational ability, but it was enough to confuse people at a time when they were not used to interact with computers and to start the development of other chat-bot systems. The implementation of Eliza was done by the researches at Jozef Stefan Institute in Ljubljana, Slovenia and is still available for testing.

The first such system that was actually evaluated was PARRY (Colby, 1975). PARRY was designed to act as a paranoid person. Its transcripts were given to psychiatrists along with transcripts of real paranoid patients for comparison. When evaluated the psychiatrists were able to make the correct identification only 48% of the time.

^[2]The 70's and 80's, before the arrival of graphical user interfaces, saw rapid growth in text and natural-language interface research, e.g. Cliff and Atwell (1987), Wilensky et al. (1988). Since that time, a range of new chatbot architectures have been developed, such as: MegaHAL (Hutchens, 1996), CONVERSE (Batacharia et al., 1999), ELIZABETH (Abu Shawar and Atwell, 2002), HEXBOT (2004) and AL-ICE (2007). Improved data-mining and machine-learning techniques, better decision-making capabilities, availability of corpora, robust linguistic annotations/processing tools standards like XML and its applications, chat-bots have become more practical, with many commercial applications (Braun, 2003).

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ABSTRACT

The current era or 'Modern Era', which can also be named as the era of Big Data in the field of Information Technology. The fields of science, engineering associated technology or manufacturing knowledge at an exponential rate resulting in Exabyte of information a day. Big data helps us to explore and re-invent many areas not limited to education, health and law. The primary purpose of this paper is to provide an in-depth analysis in the area of Healthcare using the big data analytics. The main purpose is to emphasise on the usage of the large data that is being hold on all the time serving to appear back within the history, however this is often the time to emphasise on the analyzation to boost the medication and services .Although, several huge information implementations happen to be in-house development, this planned implementation aims to propose a broader extent exploitation Hadoop, that simply happen to be the tip of the iceberg. The focus of this paper is not limited to the improvement and analysis of the data; it also focuses on the strengths and drawbacks compared to the conventional techniques available.

Key Words: *Data mining, Descriptive Analytics, Healthcare, Location based analytics, Predictive, Prescriptive, Patient centric, Structured & Unstructured data, Behaviour Analysis, Big data, Clinical Analysis.*

1. INTRODUCTION

Data could be a powerful resource that is found in several forms. Big information don't have a universal definition whereas it's mentioned in numerous ways in which. The term massive information is referred to describe the exponential growth of the information flow in various sectors that is simply too large to method using the available traditional information and software techniques .Often huge data is likely to be scary, however it's Associate in Nursing explosion within the field of knowledge. It helps to perform numerous analytics, which might create a control on the economic process, making

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Smart Irrigation System Using IOT

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ABSTRACT

In this paper presents is to give the information about automatic smart irrigation to plants which is helpful in saving money and water. The entire automatic irrigation system is controlled with the help of ATMEGA microcontroller which is giving the interrupt signal to motor. The water pumps in the soil which is used to control the water level automatically by saying pump is ON or in OFF condition. The entire system is controlled using ATMEGA microcontroller. we design a smart irrigation system using IOT technology in low cost and it is useful for the farmers.

Key Word : Micro controller Water pump, Relay.

INTRODUCTION

Water storage is one of major problem in the world .we need water in each and every filed and is needed for every human beings ,plants, animals etc .The wastage of water is major problem in agricultural field. Smart irrigation system using IOT methods based on soil type water will provide to agricultural field and which is also promotes water conservation.

The main goal is automatically control the water motor select the water flow direction with the help of soil parameter like soil moisture sensor , temperature and electrical conductivity .this paper presents an it is not only conserving water but it is fully automated smart irrigation system which requires very low maintenance . it will also give the facility it reducing the water wastage by providing water on. soil condition

Because of this system requires very less human involvement once its installed. this circuit is based on ATMEGA microcontroller and also a soil moisture sensor.

WORKING AND BLOCK DIAGRAM

WORKING

First of all , it is a completely automated system and it is quit smile there is no need of manpower to control the system .basically focus on to implement an automatic irrigation system by sensing the moisture of the soil. design and implementation of a micro controlled irrigation system, depending on the soil moisture content. Humidity/moisture sensor will be the input of the system and an electric water pump will be the output of the microcontroller.

The ATMEGA microcontroller which is brain of the system. the moisture sensor are connected to the input pin of the ATMEGA microcontroller . The soil moisture sensor is inserted in the soil.

The water motor are coupled with the output pins. An ESP8266 wireless module indicates the status of the pump. Soil moisture is to identifying or detect moisture content of soil. Sensor circuit given a high voltage when its soil is dry and low voltage the soil is wet , the voltage obtained from sensor is fed to the microcontroller.

This system can be implemented on a large scale for farming

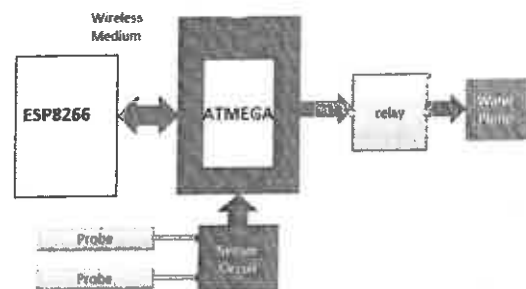
purposes, which can further prove to be more advantageous. Owing to prevailing conditions and water shortages, the optimum irrigation schedules should be determined especially in farms to conserve water .

Software And Hardware Requirement

Hardware Used : Microcontroller ATMEGA328, Soil moisture sensor, relay, water pump, ESP8266.

Software Used: Arduino (Programming)

BLOCK DIAGRAM



Component Description

ATMEGA MICROCONTROLLER

ATMega is the Microcontroller. To make this microcontroller working with the Arduino IDE you need a 16 MHz crystal, a 5V power supply and a serial connection. This product let you to realize your small project without using a full size Arduino board. Atmega is 28-pin AVR Microcontroller . It has 28 pins out of which maximum 18 pins are used.

Soil moisture sensor

This sensor inserted in soil .The sensor can be used to test the moisture of soil , when soil is having water shortage then the output is at high level , else the out put is at low level. by using this sensor one can automatically water the plant .

Relay

It is used to switch ON/OFF the pump according to the watering requirement of the soil .

Water pump

Water is used to indicate the on/off state of pump when soil is wet or soil is dry. It is controlled by microcontroller as programmed.

ESP8266

To connect water pump motor we will need relay module . other side relay is connected to motor pump and adjustable power supply .using ESP8266 NodeMCU we can use on board flash button to manually switch on and switch off motor pump.

SOFTWARE DESIGN

The Arduino software is used for programming. It is easy to understand and it provides a number of libraries to make programming simple. Microcontroller AtMega is programmed in Arduino. The program in Arduino designates a preset range of resistance value in digital format (ranging from 0 to 1023) for soil moisture sensor. After setting the range switches on/off the pump, to water the plants.

BENEFITS

Remotely controlled water pump
Automatic irrigation if soil moisture is low and soil is dry.
Cost Effective
Low Maintenance

Save the water

ECONOMIC

The AtMega microcontroller is low cost. This paper focuses on a smart irrigation system which is cost effective for the middle class farmer to use in farm fields. It also reduces energy, efficiency and time saving. Nowadays industries use automation and control machines which are highly costly and not suitable for use in farm fields. The main objective is to design a smart irrigation technology in low cost which is usable by farmers.


CONCLUSION

The smart irrigation system using IOT designed is cost effective when compared with other approaches to build such systems. In this work, commonly available and low cost based irrigation automation for soil moisture sensor irrigation is analyzed and discussed. The main goal of designing of smart Irrigation System is successfully achieved and fulfills the desired objectives. The hardware and software used performed their function properly to produce desired results which are required for the farmers in the irrigation field.

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A Security Approach for Data Migration in Cloud Computing

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Abstract:-

Data migration is the process of selecting, preparing, extracting, and transforming data and permanently transferring it from one computer storage system to another.

Data migration is the process of transporting data between computers, storage devices or formats. It is a key consideration for any system implementation, upgrade or consolidation.

Security is the biggest concern to consumers during the migration process, whether immigration initial from legacy systems to the environment of cloud computing or migration between the clouds. This paper presents an overview of the security requirements: before, during and after the migration from legacy systems to cloud computing, as well as security requirements data migration between the clouds.

Keywords :- Data migrations, data migration Techniques, data migration services.

Introduction:

Cloud computing became a hot topic these days many Individuals, enterprises and companies are looking for the benefits of this rapidly developing service. Cloud computing environments achieved an economies enhancement through the good use of resources specialization and efficiency. Cloud computing environments have three types: Private, Public, Community and Hybrid Cloud

Cloud migration is also known as business process outsourcing (BPO), which may entail migrating a total organizational infrastructure, where computing, storage, software and platform services are transferred to the cloud for access.

An organization's cloud migration process often involves merging an on-site IT infrastructure with a hybrid cloud solution, which may be accessed over the Internet for a fee. Hybrid cloud solutions transition between one or more cloud providers and usually provide on-demand and provisioned server space, applications and services.

Cloud migration is critical for achieving real-time and updated performance and efficiency. Thus, cloud migration requires careful analysis, planning and execution to ensure the cloud solution's compatibility with organizational requirements.

DATA MIGRATION TECHNIQUES:

Live Virtual machine Migration is a technique that migrates the entire OS and its associated application from one physical machine to another.

The various migration techniques are as follow:

1. Fault Tolerant Migration Techniques:

This technique migrates the virtual machine from one physical server to another physical server based upon the prediction of the failure occurred.

Fault tolerance allows the virtual machines to continue its job even any part of system fails.

2. Load Balancing Migration Techniques:

This technique aims to distribute load across the physical servers to improve the scalability of physical servers in cloud environment

3. Energy Efficient Migration Techniques:

Data center is mainly based on the utilization of the servers and their cooling systems. The servers need 70% of their maximum power consumption even at their low utilization level and resources.

Types of Cloud Providers :

a. Software as a Service (SaaS)

SalesForce. The applications are typically offered to the clients via the Internet and are managed completely by the Cloud provider. That means that the administration of these services such as updating and patching are in the provider 's responsibility. One big benefit of SaaS is that all clients are running the same software version and new functionality can be easily integrated by the provider and is therefore available to all clients.

b. Platform as a Service (PaaS)

PaaS Cloud providers offer an application platform as a service, for example Google App Engine. This enables clients to deploy custom software using the tools and programming languages offered by the provider. Clients have control over the deployed applications and environment-related settings. As with SaaS, the management of the underlying infrastructure lies within the responsibility of the provider.

c. Infrastructure as a Service (IaaS)

IaaS delivers hardware resources such as CPU, disk space or network components as a service. These resources are usually delivered as a virtualization platform by the Cloud provider and can be accessed across the Internet by the client. The client has full control of the virtualized platform and is not responsible for managing the underlying infrastructure.

CLOUD MIGRATION:

Cloud migration is the process of moving data, applications or other business elements from an organization's computers to the cloud, Cloud migration includes moving data or other market components between cloud environments, which known as cloud-to-cloud migration. There are many tools to make the migration process as easy as possible. The vendors have tried to provide some tools to support decision making during the migration of IT systems to the cloud.

1. Organization's computers to the cloud migration:

we have to define three essential terms in cloud migration; data migration, data integrity, and data security. Data migration: the term of migration implies a one-time transfer

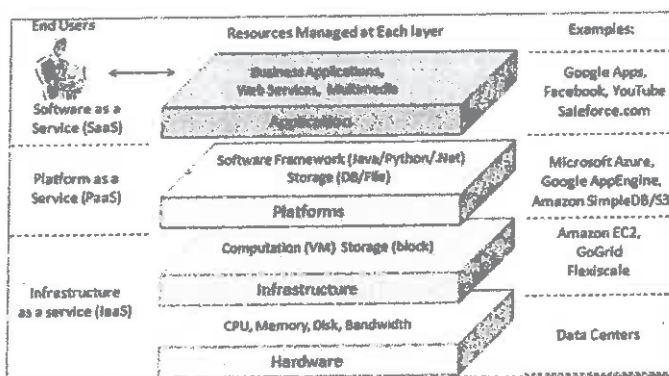
of any data to improve its standing resting position. Data integrity:

The accuracy and consistency of stored data, data must be complete with no variations or compromises from the original.

The process of shifting all or part of an organization's data (data, applications and services) from on-site building beyond the firewall to the cloud, based on the (on-demand) where the information can be provided over the Internet.

2. Cloud-to-cloud migration (C2C):

Cloud-to-cloud migration allows an organization to change cloud computing providers without transferring data to in-house servers. Having the ability to pass easily between cloud providers is a significant concern when choosing a cloud provider. The cost of a cloud migration should not exceed the benefits of moving to a new cloud provider



SECURITY AND PRIVACY ISSUES:

A. Before data migration:

Data security plan:

The first question is "DO you have a data security plan in your data migration strategy?" While planning to the data migration, the user must take into account how to reduce the potential risks through efficient planning and scoping.

Trust: migration to cloud computing environment confers an unprecedented level of trust on to the service provider makes enterprise give up direct control. The customer cannot be sure whether the management of the service is trustworthy or not. Just an authorized document between the customer and service provider called the Service Level Agreement

B. During data migration:

Provide Internet Security: The migration process is done via the Internet, so the Internet security must take into consideration when users migrate data from one server to the cloud server. Use encrypted file systems. It is the only way to avoid data being snooped while travelling between the enterprise network and the external application is to encrypt it. Even if it is stolen, it will appear as a trash to the third parties, such as the HTTPS protocol for encrypting websites as a third part

C. After data migration:

Data location: The question here is: how can ascertain whether sufficient commitment are in place, Although the unavailable the location of an organization's data is disclosed to the service 250 subscriber in many cloud computing services.

Authentication and Privileged access:

This is known as identity management. Unauthorized access to information resources in the cloud is a significant issue, because of data sensitivity and privacy of information.

Data availability: Availability is a key decision factor when deciding among (private, public or hybrid) cloud vendors also in the delivery models. By exploring the data security requirements at each of the various delivery models and cloud deployment delivery models set out by the ISO

CONCLUSION:

This paper discussed the data migration from an organization's computers to the cloud, including the migration process between clouds as well as workloads migration between different kinds of clouds; Also we have illustrated the security issues: before, during, and after the migration process. The paper focused on security in migration in all the migrations types.

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EMERGING CHALLENGES & OPPORTUNITIES IN WIRELESS INTERNET OF THINGS

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Abstract:

IOT is an interface of things wirelessly connected with the help of intelligent and reliable. The proliferation of wireless devices and appliances has been facilitating the rapid development of the Internet of Things (IOT). Numerous state-of-the-art applications have been used in, for example, smart cities, autonomous vehicles, and Biocomputing. With the popularization of IOT, new challenges are emerging with respect to security issues. Number of security and privacy issues arises, as IOT systems is ubiquitous and pervasive. The things which are connected to the internet possibly may be having many security concerns. Due to the security and privacy related concerns, IOT couldn't set himself as a reliable technology. As we know that IOT is still in its maturing state security is the main concerns of this emerging technology. This is a review paper where we discuss on challenges and opportunities in IOT as well as aspects of security.

Keywords: IOT, Wireless devices, Biocomputing.

Introduction:

The Internet of Things (IOT) is a major milestone in the era of intelligent systems and brings numerous benefits to the development of modern society. The fast spread of wireless devices, sensors, and appliances tremendously improves the IOT quality of service. [1] Recently, IOT has emerged as a new technology that is used to express wireless telecommunication network and it can be defined as an interoperability node interconnected in a dynamic global infrastructure network, also it seeks to implement the connectivity concept of anything from anywhere at any time.

Furthermore new technologies, for example, quantum computing, block chain and artificial Intelligence, are developing rapidly. Now a days the concept of smart cities, smart hospital, wireless sensing network, home automation are coming into existence where IOT is the backbone of these application. All these application are based on the IOT. How these application are popular and how is it useful in overall country as when implemented.

The growth of it depends on its popularity of the application. These application will help the country to improve the infrastructure and can be a smart developed country. Internet of Things basically used internet to connect all devices to control them by users and the risks factors also have been increased during communication of devices and users because they transmit lot of data to establish a connection which is correct. Built on the Requirements, a large number of smart devices, such as smart meters, wearable devices, and security-aware routes, have been developed.

As per the growing population the use of new developed application in wireless IOT is used everywhere. We have to focus on the emerging applications in IOT. However, IOT has new features compared to traditional networks that present new privacy requirements for protection mechanisms [2].

Challenges in IOT:

There are various challenges to the application of the Internet of Things concept. The expectation is that the technology must be available at low cost but there should be a large number of objects. IOT are also faced with many other challenges [3] [4], such as:

• **Energy Efficiency And Robustness:**

Internet of Things has a new way in computing where the devices are connected to the internet and communicate with each other. These devices are generally thought to be wireless and are small. They are not very reliable, so it is necessary to address the robustness problems in IOT. Fault tolerance is almost not possible in IOT. The IOT devices may have completely different capabilities and serve completely different functions. They have different sensors which have sensing capabilities. It is difficult to measure energy consumption of devices because of this difference in IOT devices.

IOT devices works over the internet and these are wireless that is why IOT systems need to be energy efficient and because these devices are generally cheap so IOT systems need to be robust. [5]

• **Standardization of IOT devices:**

As we know that IOT will have countless interconnected devices. These interconnected devices will exchange information, communicate with each other over the internet and perform coordinated task. IOT devices may be manufactured by multiple manufactures from all across the globe with variety of categories of these devices. So for all IOT devices, it is necessary to provide a common communication technology and standard.

• **Data collection, protection and privacy:**

The main principle of IOT is to make individual's life convenient and enhance the efficiency of employees of corporate world. The collection of data of individuals and corporate world's will improve our decision taking power and will help us make smarter decisions. But convenience bring some bad impact so that the data collection will have some security and privacy concerns. If data is collected by connected devices is compromised and it will undermine trust in the IOT.

• **Self-Organizing:**

Smart things should not be managed as computers that require their

Smart things shouldn't be managed as computers that require their users to configure and adapt them to particular situations. Mobile things, which are often only occasionally used, need to establish connections spontaneously. It is able to be organize and configure themselves to suit their particular environment.

Applications of IOT in day-to-day life:

The Internet of Things (IOT) is a broad term which are wirelessly connected devices that surrounds a large number of people. It applies not only to smartphones and tablets, but also to millions of

based tags can be easily purchased or reloaded at stores around the country.

Kenya: IOT-Based Smart Sensors for Waste Management

The IOT – based solution called for the fleet of waste collection trucks to be installed with smart sensors that would tell when the vehicles are in the garage or on the road. The IOT -based sensors also checks the dumpsites to see if they are full and need to be drained, check how long the waste collection truck has taken in traffic, and the time they take to collect garbage. The IOT based initiative has enabled Nairobi county to track the garbage fleet and ensure that the trucks are doing their job at the allotted time. The smart sensors allowed Nairobi County to see great improvements during the trial period as collected waste volumes tremendously increased.

How IOT will improve our infrastructure ?

The promise of an exciting and convenient future has brought the rapid development in IOT technology which helps us to improve are infrastructure. On 1 July 2015, the Government of India took a bold step by launching Digital India campaign. The main idea of this launch was to improve the online infrastructure by increasing the internet connectivity and also making country digitally empowered with technology. The term digitization refers to the development, operation, and maintenance of the background technological environment. It also include the infrastructure within the government organizations. The given approach of government aims at improving the internal processes, structures, and working practices of government organizations through digital technology. It has gone beyond the simple automation and modernization.

The outcome of smart city has knowledge-based economy and accelerated development of the new age information technology. It is based on the combination of the internet, broadcast network, telecommunications network, wireless broadband, and smart sensors with IOT. The extensive market for smart urban infrastructure in smart cities which includes smart parking, smart lighting, advanced connected streets, and other transportation innovations. With smart lighting, city authorities can keep track on real-time use of lights to deliver demand based lighting in several zones. Smart lighting and smart ceiling fans help in saving energy by turning down sectors.

Wireless sensors are also implanted into the parking space, which transmits the information regarding the time and duration of the space which is used via signal processes into a central parking management application. Smart parking reduces the vehicle emissions, reduces congestion, cuts driver stress, and lower enforcement cost. From both economic & sustainability perspective the delivering of efficient transport infrastructure is important related to the city. To build up smart good infrastructure it is important to various solutions that will help to improve it. These solutions are related to the technology used in everyday life by wireless IOT such as smart buildings, parking, smart meter for saving electricity, etc. The IT infrastructure has also been improved by these IOT technologies used and has gained more importance in IT field. Because of the smart networks it has enabled the IT infrastructure to get connectivity faster when exchanging data is done.

How IOT is beneficial for economic Growth:

Based on the above observations, IOT is more beneficial as there is need of IOT devices which helps the user to get more advanced

on a particular technology. The growth in these total number of IOT devices is to provide substantial economic and social benefits in the way of cost savings, value creation, productivity improvements, and general economic growth. It has also improved industrial monitoring and automation techniques which will help manufacturers and distributors to quickly pinpoint inefficiencies, minimize waste, and streamline processes. To promote preventative health practices consumer health measurement technologies have helped. They have also identify the risk factors while emergency response communications can provide near-instant care in life-threatening situations. Through accurate patient monitoring and pharmaceutical management Hospitals can cut down on costs. Through infrastructure monitoring and automatic optimization "Smart" city technologies have helped municipalities to improve service delivery and save resources. Over the coming decades, these recent analyses of IOT technologies project these and other savings and productivity gains in agriculture, security, energy, retail, and resource extraction will amount to trillions in value.

Conclusion:

Developments in IoT and adapting of industry towards smart technologies, renewable energies, and automation of manufacturing throw up many opportunities which are expected to play a key role in this transformation of the services and manufacturing economy. Overall Wireless IOT devices has changed the future of all the lives and infrastructure of the people. These devices are very beneficial to the people in terms of smart infrastructure. There are also various devices of IOT which are used in every sector and it has been a future trend. The challenges which are been faced by Wireless IOT should be worked upon it.

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Analysis of Impact of Big Data on Our Daily Lives

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ABSTRACT

In the information era, huge amounts of data have become accessible on hand to decision makers. Big data refers to datasets that are not only huge, but also high in variety and velocity, which makes them problematic to handle using traditional tools and techniques. It is already true that Big Data has drawn huge attention in information sciences, decision making, analysis enterprises and community services. As the speed of information exceeds endlessly, unnecessary data is making great troubles to human beings. Due to the fast growth of such data, solutions need to be studied and provided in order to handle and extract value and knowledge from these datasets.

This paper aims to demonstrate a close-up view about Big Data, including Big Data applications, Big Data opportunities and challenges. We are going to analyse this big data to gain valuable insights from such diverse and quickly changing data collected from daily transactions to community activities using different analytics methods and data mining tools and use the valuable insights for community purpose to make great progresses in many fields in order to help society.

Keywords : Big data, variety, velocity, decision making, knowledge, interpretation, analysis

INTRODUCTION

In today's digital world, data are generated from various sources and the transition from digital technologies has led to growth of big data. Big data is the large data set and complex for traditional data-processing application. That means, it is combination of various data sources and understanding patterns in the data. Big data becoming great importance for business in many areas, including industries, marketing, banking, retailers, education, etc. Small or large businesses can implementing big data strategies. Apart from this, big data can also be applied deal of varieties such as healthcare, traffic management, scientific research, large manufacturing industries for improving public utilities, security, etc. Challenges for the big data includes capturing data, data storage, data analysis, search, sharing, transferring, visualization, updating, information privacy and data source[1].

Hence, in big data analytics advanced analytical techniques are applied on larger data sets. Analytics based on large data samples that reveals and leverages potential change. Big data analytics helps to extract unseen patterns[2], unidentified correlations, and other information using big data tools capable to analyse high-volume, high-velocity and high-variety information properties far better than conventional tools.

In this paper, we will start by stating the characteristics of big data, as well as its importance. This paper includes a introduction to big data approach with some of its applications which can be used in day to day life. The motive of this paper is to discuss how the big data analysis have been affected our society and community. Therefore, with this paper we have studied the impacts of big data analytics over daily human activities.

Big data :

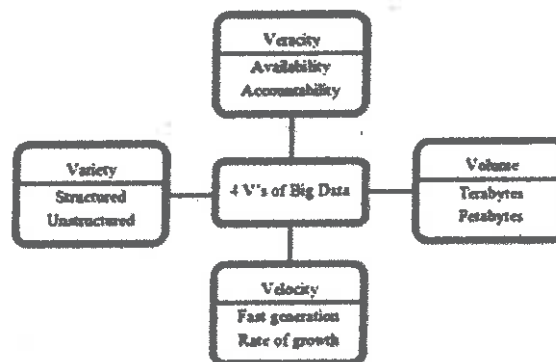
Big data is a collection of data, basically it is a combination of data from various sources, process it and obtained meaningful, relevant result. (According to the McKinsey Global Institute, "Big data refers to datasets whose size is beyond the ability of typical database software tools to capture, store, manage, and analyse".)

A well known 4 Vs models of big data is defined as high volume, high velocity, and/or high variety.

The 4 V's of Big Data[3]

Big data contains both structured and unstructured data volume which uses in daily basis.

By using Big data Analytics and considering 4Vs of big data, we can make the reports and research which helps in decision making.



Fig[4]. 4 Vs of Big data

[4]https://thesai.org/Downloads/Volume7No2/Paper_67-A_Survey_on_Big_Data_Analytics_Challenges.pdf

Volume

Big data nothing but large amount of data. This because volume of data generated from unstructured data viz social media interaction, posting or sharing reviews on the web page, mobile phones, and many more. When user visits websites, it creates traffic. Also unstructured data generates by downloading different stuffs.. This data can filtered using different analytics tools and extract the required metrics which are useful for the business

Velocity

Velocity refers to speed of the data and how quickly organization uses and analyses it. Using analytics tools, processed data can produce the solutions to queries through reports, dashboards, etc. With this, company can produce suitable results and decisions which increases efficiency and produces developing applications which cater to need to achieve customer-relation objectives

Variety

As we saw, unstructured data produces through social media, call

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Big Data Safety and Confidentiality Issues

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ABSTRACT

Big Data has emerged as a need in the current world. Most of the human beings are linked to one another over different modes of communication. People share information in diverse form. Data is presently one of the most significant assets for companies in every field. The constant growth in the importance and volume of data has created a new problem: the safety and confidentiality of data.

The information that links people is increasing tremendously in large volume which is generating security and privacy worries. As Big Data technologies are developing at a very fast pace, it is also creating space for security and privacy problems. Until these problems are not addressed appropriately, it may create difficulties in the fulfilment of anticipated growth and opportunities and long term success of Big Data. In this paper, we review one of the various domains of Big Data that is social networking for safety and confidentiality related problems.

Keywords: Big Data, information, diverse, assets, security, privacy, social networking.

1) INTRODUCTION

Big data is a term that describes the large volume of data – both structured and unstructured – that inundates a business on a day-to-day basis. Big data can be analysed for insights that lead to better decisions and strategic business moves[1].

Due to advancement in the technology the data is being created at a very fast pace. Most of the data which is generated is semi-structured or unstructured data. The main source of this data is social networking sites[2].

1.1 Security and Privacy issues in Social Networks:

Social networking sites offer the authority to its users to use the privacy settings so that a user can set privacy as per his necessities from the privacy settings that are provided by the specific social networking site the user is using. For example, Facebook provides so many choices for privacy settings like 'Who can see my stuff?', 'Who can contact me', 'How do we stop someone from bothering me?' etc., that a user can use to make his profile private and secure as per his needs. Following issues are of major concern:

- Privacy concern here is that these privacy settings are at the user's end, what about the other end where the social networking sites are handled and developed? Does the user get privacy at that other end?
- A social network user posts images, videos, audios, text, etc with those whom he needs to get connected. Is it really safe from the viewpoint of privacy in such a large datasets of Big Data?

2) LITERATURE REVIEW

2.1) SECURITY & PRIVACY FOR SOCIAL NETWORKING

Social Networks(SN) can be defined as web applications that

allows users to create their semi-public profile [3] [4]. Most people join SNs to distribute their data and keep in contact with people that they know[5].

A large number of users share their information publicly without careful consideration. Consequently, SNs have become a large set of sensitive data. Moreover, SN users tend to have a high level of trust toward other SN users. They tend to accept friend requests easily, and trust items that friends send to them [6] [7].

Privacy and security issues on SNs are the most popular problems. security issues occur when hackers gain unauthorized access to a site's protected coding or written language. On the other hand, privacy issues, those involving the unwarranted access of private information, do not necessarily have to involve security breaches. Confidential information such as typing a password can be revealed to anyone. But both types of breaches are often intertwined on SNs, especially "since anyone who breaches a site's security network opens the door to easy access to private information belonging to any user" [8] [9].

2.2) SOCIAL NETWORKING THIRD-PARTY OUTPUT

Simple solutions are given for providing privacy when a SN uses third-party. By these solutions private data can be protected, but third party applications need direct access to the social graph information embodied in the user's friend list. More specifically, the solutions can be separated in three categories [10]: 1) Data Hiding, 2) User Identification, 3) Public Data.

2.3) BD Features

Fig. 1. The Three Vs of Big Data[11].



1) Big Data Volume 2) Big Data Velocity 3) Big Data Variety

3) Objectives of the Study

The objective of the study is to highlight the security issues and its dimensions. For this the we have used systematic mapping study method[12].

3.1) Research Questions

In this case, the questions contain the study of the main issues and problems that can be found with respect to Big Data security.

RQ1. What are the main issue and problems with respect to Big Data security?

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CONTROLLING HOME APPLIANCES USING GOOGLE ASSISTANT

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ABSTRACT

The purpose of this research paper is to present how we can control our Home Appliances using Google Assistant present in our Smartphone. There are other Devices such as Google Home which cost around (Rs.9399/-) and Google Mini, Alexa etc. which can be used for home automation, but it cost way too more for people like us where we can't afford to spend that much amount of money for this purpose. This Research paper will help to know which are the existing methodology present which is easy and affordable to implement. The mainreason for this research paper is to identify the existing technologies present, how they have been implemented and what are the future enhancement should be implemented are highlighted. Also, these technologies will make life easier by automating the home appliances.

KEYWORDS : Google Assistant, Voice Recognition, Node MCU, Raspberry Pi, Arduino, Home Automation.

1. INTRODUCTION

Nowadays the use of IOT has been increased everywhere. With the help of IOT, we are able to work with many devices integrate them and automate the entire process. As traditionally we did not have an automated home and to have it also it used to be expensive for people like us to have the facility at our place. This paper proposes such an inexpensive system which will allow us to have control over the devices remotely with their voice with the aid of their smartphones would make their home more comfortable. In this control and automation of lighting, heating, air-condition as well as home appliances. Remote monitoring is usually done with the help of Wi-Fi.

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Website Development Optimization using Xampp / PHP

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Abstract:

The objective of my research paper is to evaluate the performance of the website developed after applying the various techniques for optimizing the PHP Script for better performance. The decision of making this study is based on the fact that while developing a website, it is essential to optimize the script early in the development process itself. The script developed after applying the technique is compared with the one without using the technique; the net result obtained is analyzed to show the difference in performance and execution time.

Keywords : PHP , JQuery, DataTables, Memory usage, Execution Time.

INTRODUCTION

Web site optimization produces highly competitive web sites that out-perform on every measure; traffic, speed, conversion rates, sell-through, and most importantly, return on your investment. The Web Application developed should be fast enough to supply the necessities of the user. The end user who is visiting the website should be able to get the desired result within a fraction of seconds, otherwise at the end he/she may leave the website and move onto another page. Performance of the website is the essential part in the development of any kind of website through any language/platform. So, what is the reason that performance matter in the development of the website? There are three main reasons for this: The first is the "User Experience (UX)". If the time taken to load the page is far more than the user's expectation, then he/she may switch the website to some other. The second is the "Conversions". If suppose it is an ecommerce website, then it is necessary for the developers to develop the page in such a way that the business gains maximum profit from it. Conversion means how many customers are visiting your page and purchasing the product, resulting into profit. A faster loading of page results into more profit and good review. The third reason is "Scalability". The website developed should be able to scalable in future satisfying a millions of users in the same manner as it was satisfying to thousands.

PHP: Hypertext Preprocessor (or simply PHP) is a server-side scripting language designed for web development. When any website is to be developed, the first language which comes into mind of developers is PHP as it is easy to learn and use. During the past few years, lot of new PHP frameworks has been developed such as CodeIgniter, Laravel, Symfony, CakePHP, etc. which simplifies the task of developing a website using PHP as it has predefined functions contained within it. But the problem with it is that if we want to make an application which does not require some functionalities from the framework. The extra functionalities comes as it is and take space and load time.

JQuery is a built-in library made up of JavaScript code which lets to build interesting and interactive sites. It allows us to modify the appearance of a web page, alter the content of a document, respond to a user's interaction, retrieve information from a server

without refreshing a page. We just require to include the jQuery within our HTML document.

The Chrome Developer Tools will be useful to see the errors within our code. Ajax is used in order to insert, update or delete the data into the DataTable. DataTable is a JQuery plugin which provides an interactive table with various functionalities such as searching, sorting, pagination., etc. Ajax uses an asynchronous processing model. This means the user can do other things while the web browser is waiting for the data to load, speeding up the experience. The first Web Application developed without taking any measures is compared with the one developed after applying the measures. The comparison is based on execution time of CRUD operations. The results are compared and analyzed to conclude the results.

LITERATURE SURVEY

The Literature Search was found in one research paper by Punam Kumari and Rainu Nandal in May 2017 which discusses how the Website Development can be optimized using php/ xampp. They have discussed the various steps involved in the development of a website. They have created a simple layout of website with the help of PHP, HTML, CSS, etc. They have not mentioned how the website can be optimized by applying the techniques.

CONCEPTUAL FRAMEWORK

In this research paper I have explained how the performance of the plain PHP can be improved without making use of any framework. In this experiment I have performed an insert, update and delete operations into the database which is been accessed through Xampp.

I have taken two inputs from the user i.e name and email which is been inserted into the database using ajax technique. I have separated the HTML part from the script part (jQuery) so that it will be easy to identify & make changes to the code for respective part.

For large size projects, it will be beneficial to write each & every part of the code separate from each other. Such as the connection part which is been used for making connection to the database and then calling the connection file using include native function into our respective php page where it is been required. The required script files or bootstrap files are been included within the head section of the respective page. Here I have used the Datatable which is a built-in jQuery which provides various functionalities such as searching, sorting, pagination, etc.

DataTable lists or displays all the data coming the server side into the respective column. Using the ajax I have the url of the page from which the code is going to be executed. So, if any operation such as Insert is been made, the whole page need not have to refreshed instead, the respective part where the data needs to be shown is been displayed. The Ajax not only makes the task simply, but also makes it fast. As, the whole page is not again gone to the server as a request, instead the respective part is gone. The JSON (JavaScript Simple Object Notation) is been used to load

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SENTIMENT ANALYSIS FOR MOVIE REVIEWS

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ABSTRACT:

Sentiment analysis the process of computationally identifying and categorizing opinions expressed in a piece of text, especially in order to determine whether the writer's attitude towards a particular topic, product. Etc. is positive, negative, or neutral. Social media and other platform are containing huge amount of data in the form of post, blogs and status. One of the examples of sentiment analysis is to examine the sentiment expression to classify the polarity of the movie review on the scale of 0(disliked) for 4(most liked) review into correct label.


The main aim of this paper is to identify the underlying sentiment of a movie review on the basis of its textual information [1]. In this paper, we try to classify whether a person liked the movie or not based on the review they give for the movie. [2] In this paper we have analyzed the Movie reviews using exploratory analysis techniques.[3]

Keywords: *Sentiment analysis, Machine learning, TF-IDF*

1. INTRODUCTION:

Sentiment Analysis is a major subject in machine learning which aims to extract subjective information from the textual reviews. The field of sentiment of analysis is closely tied to natural language processing and text mining. It can be used to determine the attitude of the reviewer with respect to various topics or the overall polarity of review. Using sentiment analysis, we can find the state of mind of the reviewer while providing the review and understand if the person was "happy", "sad", and "angry" and so on.


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Application of Wireless Sensor Network for Precision Agriculture

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Abstract: precision farming is a bunch of new information technologies applied to the management of wide-reaching, trading agriculture. It guaranteed higher yields and lower input costs by real-time and automatic monitoring of site specific environment and soil conditions using different sensors and thereby improving crop management, reducing waste and labour costs. Wireless sensor networking is acquire popularity for managing precision agriculture through real-time monitoring of agricultural parameters and climate conditions. simulation tools exist for evaluating large scale sensor networks, however, they fail to capture practical aspects wireless communication. Real life test-beds bring out actual challenge and important aspects related to large-scale deployment of sensor networks. In this paper, Researcher present a tested implementation of a wireless sensor network for automatic and real-time monitoring of soil and environmental parameters influencing crop yields. The paper shows the system architecture, physical setup, sensor node hardware and software for real time-monitoring and management of agri-parameters through a simple graphical user interface.

Keywords: Wireless Sensor Network, USB to TTL, Motor driver circuit, Buzzer, Microcontrollers, CC2500

1. Introduction

Agriculture provides the economic foundation for the majority of rural India. In past few years, new trends have emerged to improve the different areas of agricultural sectors using the new technologies. weather condition monitoring is one of the most important aspects in agricultural production that has its direct impact on the productivity and maintenance of field crop. A big loss every year due to damages of crop by various ways caused by improper maintenance of some climatological behavior observe different climatological, soil parameters like temperature, humidity, soil moisture, soil pH, soil conductivity, leaf wetness. in real time is important for better management and continuity of agricultural production. If these factors can be maintained properly, that in turn, may stop the severe attacks of diseases on the crops. This problem gives birth to a new domain called Precision Agriculture Precision farming relies upon intensive sensing environmental conditions and computer processing of the resulting data to inform decision-making and control farm machinery. In this project, the sensor mote have several external sensors namely soil moisture, soil pH, humidity sensor etc. based on the value of all sensors water is supply to the field of agriculture, once the field

is sprinkled with the adequate amount of water, the water sprinkler get switched off. Hereby, the water is conserved. Also the value of soil pH sensor is sent to base station and in turn to base station intimates the farmer about the soil pH through SMS using GSM system.

2. Objective

To report the design, construction and testing of distributed infield WSN, a remote monitoring control, grid topologies. The main aim of this paper is to propose a sat of art wireless sensor technology in agriculture, which can show the path to rural area farming community to replace some traditional techniques.

3. Requirement analysis

A. Hardwares

1) CC2500

CC2500 is new wireless technology guided by IEEE 802.15.4 Personal Area Network standard. It is firstly designed for the wide range controlling applications and to replace the existing nonstandard technologies. CC2500 currently operates in 868 MHz band at a data rate of 20Kbps in Europe, 914 MHz band at 40kbps in USA, and the 2.4GHz ISM bands Worldwide at a maximum data-rate of 250kbps. It is used to verify whether user's truncation is possible or not.

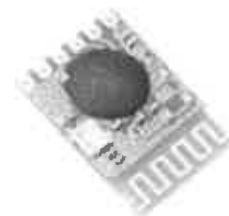


Fig. 1. CC2500

2) Microcontrollers

Here in our project we are using AT89S52 microcontroller. It is a 40 pin IC with four 8 bit port, namely Port 0, Port 1, Port 2 and Port 3 which is used as a general purpose I/O lines. Various sensor input is given to the microcontroller via Port 1 and Port 3. The collected sensor data is sent wirelessly to the PC base station located at faraway place. The data from

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Smart Forest/Zoo Monitoring System Using Wireless Sensor Network & Android Application

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Abstract:

In this paper, we present the design of a prototype system of Smart Forest/Zoo Monitoring System using WSN & Android Application that allows forest officers or zoo guides to effectively find animals nearby their location. The proposed scheme consists of Wireless Sensors Networks, embedded web-server, central web-server and Android mobile phone application. In the system, low-cost wireless sensors network modules are deployed all over forest/zoo animals with different sensors nodes. The location of the animals nearby will be detected by sensor node and is reported periodically to embedded web-server via the deployed wireless sensor networks. This information is sent to central web-server using Wi-Fi networks in real-time, and also the forest officers or zoo-keeper can find nearby animals using Standard Mobile devices.

Keywords: Wireless Sensor Network, Android, Arduino MEGA, ZigBee, End Device, PIR (Passive-Infrared Sensor).

Introduction:

Researches regarding animal detection have been an important field to numerous applications. Many algorithms and methods have been deployed by human beings in order to have a better understanding on animal behaviour [1]. This application can also act as a warning system to the forest/zoo officers in order to deal with the wild animals for early precaution measures. The proposed system can be narrow down to three sections, Detection, Tracking and Identification of animal. With the integration of Wireless Sensor Network (WSN), Radio Frequency Identification (RFID), Global Positioning System (GPS) and android Smartphone, the development of New Zoological System for animal tracing ability, Identification, and anti-theft for the management and Security and monitoring of animal health in Forest/Zoo.

The proposed work combines the embedded technology with the wireless communication technology. This project deals with the monitoring and tracking of all the wild animals present in forest/zoo. This system even sends the alert to the authority about any emergency. This paper involves the use of PIR (Passive-Infrared Sensor) which senses the presence of animal. It controls every component of the system [1]. This system will send animal's latitude/ longitude to the android device and some more added functionalities.

Sensors

Sensor is a device which senses the signal as an input from the physical environment. The specific input would be light, heat, motion, moisture, pressure, or any one of a great number of other environmental phenomena. The output is a signal that is changed into human-friendly display at the sensor location or transmitted electronically over a network for reading or processing. Our Wireless sensor system can be divided into two sections. Our Wireless sensor system can be divided into two sections.

Boundary Section:

This section monitors the boundary of the forest. The intrusion

of the animals into the village areas near the forest will be detected and avoided in this section. The Infra- Red or Passive Infra-Red sensor is used to detect the motion of animals in the forest border. The ZigBee receiver will receive the signal from the ZigBee transmitter of the animal section whenever the animal is moving towards the forest boundary. When the presence of the animal is detected near the boundary area the controller sets the alarm. This will help to warn the localities near the forest boundary areas and also to scare the animal away from the boundary areas. All these information is updated in the cloud through the Wi-Fi module (ESP8266). The block diagram of this section is as shown below [1].

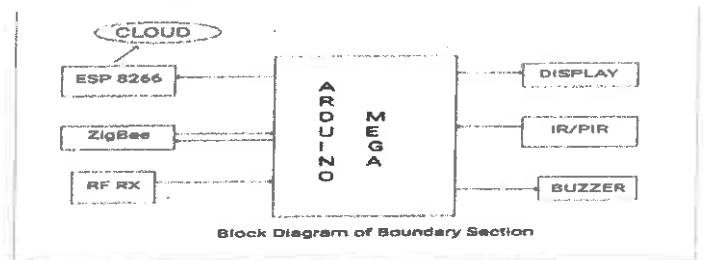


Fig. Block Diagram of Boundary Section [1].

Animal Section:

This section is used for detection, tracking and to monitor the health of wild animals. The temperature sensor monitors the health condition of the animal. The ZigBee transmitter transmits signal to the receiver at the boundary section if the animal is moving towards the boundary area. The GPS modem tracks the location of the animal and the location is updated to the cloud through the Wi-Fi module and this information is sent to the android device of the concerned authority. The GPS module will receive string from satellites and send to the Microcontroller. The microcontroller will extract latitude and longitude information from string and send it to the Wi-Fi module. And this will be sent to the android device in NMEA data format. Below Figure explains the working of the animal section [1].

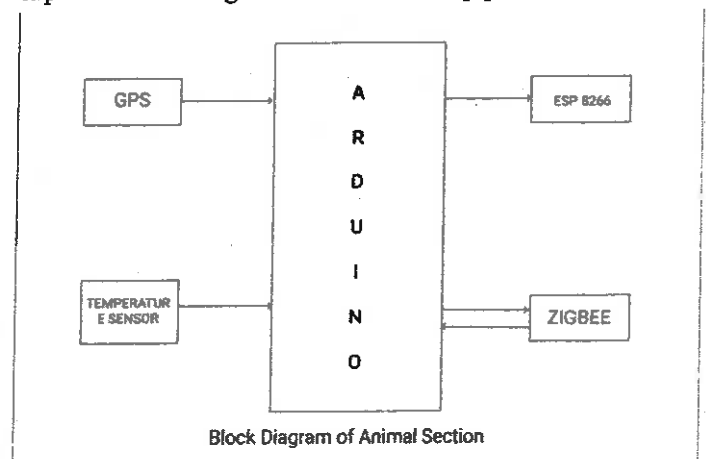


Fig. Block Diagram of Animal Section [1].

ZigBee: ZigBee is built for control and sensor networks on IEEE

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A SYSTEM BASED ON OPINION MINING OF USER DATA ON SOCIAL MEDIA

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ABSTRACT

Over social media there are plenty of emotional symbols (emojis) which are used in comparison to textual content which is an unstructured sort of text which gets considered and a daily increase in such symbols is moving closer to the new records prediction determination approach. Due to the speedy development of net, big numbers of web pages assigned by readers' emotions are generated via new portals.

Comparing to the previous studies which focused on author's perspective, our research focuses on readers' emotions invoked by news articles. Our studies affords significant assistance in social media software such as sentiment retrieval, opinion summarization and election prediction. In this paper, we are expecting the reader's emotion state-of-information primarily based on the social opinion community. Mainly, we assemble the opinion community based totally on the semantic distance. The communities within the news network suggest specific occasions which might be related to the feelings. Consequently, the opinion community serves as the lexicon among occasions and corresponding emotions. We leverage neighbor courting in network to are expecting readers' feelings. As a result, our techniques achieve better result than the other techniques. Moreover, we developed a developing approach to prune the network for sensible application. The experiment verifies the rationality of the application.

In this paper, we propose a system based on social opinion prediction by generating a real-time social opinion network. In more details, first, we train word vectors according to the most recent Wikipedia word corpus. Second, we calculate semantic distance between news via word vectors.

Keywords: *Opinion mining, SOM, emojis, pattern matching*

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Abstract

A blockchain is a public ledger which can be accessed by everyone but without any control of central authority. It is a technology for individuals and companies to collaborate with trust and transparency. One of the best know applications of blockchains are the cryptographic currencies such as Bitcoin and others, but many other applications are possible. Blockchain technology is the driving force of the next fundamental revolution in information technology.

But it still doesn't solve the problem of scalability and the time needed for doing the proof of work, since it's an open source to the public. Due to these set of issue, it becomes difficult to maintain a distributed ledger for a private organization using blockchain.

The purpose of this research paper is to solve this issue by providing private blockchain network for the organization and help them solve the issue of scalability and latency cost for the transaction. So openchain technology came into existence as a solution. The paper also aims to construct an openchain by deploying your own private side chain and manage it as per your convenience.

Keywords: Blockchain, Cryptographic currencies, Trust, Transparency, Scalability, Proof of work, Openchain, Transaction.

Introduction

Earlier ledgers were used to keep records of all growing pecuniary activities. These were recorded on books, but birth of new technologies paved ways to maintain ledgers. Although the invention of computers and the Internet helps to maintain records with great convenience, the basic principle has not been changed that is ledgers are usually centralized.

In a distributed ledger there is a general agreement of replication, sharing and synchronization of data which is spread across multiple nodes in the network. With the help of consensus algorithm, any changes to the ledger are reflected in the copies. The security and accuracy of the ledger are maintained cryptographically as per the rules agreed by the network. Blockchain which is a list of records are always growing, secured through cryptography and linked. But with the increasing growth in the blockchain it is not feasible for companies to use this open source blockchain for maintaining their private ledgers. So to overcome this issue, openchain technology came into the picture. Openchain basically helps the private organization to have their own private blockchain. Openchain provide an extremely high scalability, with no mining fee and immutability by creating hash of the entire ledger. The main advantage of openchain is that it provides the organization the right to set the rules for their product they want without having any interference from the outside world.

The openchain consist of the observer and the validator which all in together help in creating the distributed ledger technology.

Literature Review

Openchain technology came into existence as blockchain

technology had to deal with some nascent problems. Accord Flavien Charlion who is the founder and CEO of Coinprism quoted saying, "The function of openchain is to act as a cryptographic ledger, much like the bitcoin blockchain. However while the Bitcoin Blockchain is used to track ownership of Bitcoins, a decentralized asset, Openchain is used to track ownership in real-world assets."

Openchain can be seen as a hybrid between a computer system and a double-entry accounting system. This is particularly suited for corporations as they are inherently hierarchical, and fits nicely their structure. Openchain feels it simplifies the process with a trust-based consensus and real-time transaction validation. This paper focuses on how openchain can be used by an organization as per their convenience as it is scalable compared to blockchain technology and latency period is almost to none compared with blockchain technology. Using openchain organizations can deploy their own private side chain.

Problem Definition

The existing technology which is blockchain technology has many security issues. Because of blockchain technology all public blockchains are vulnerable to 51 percent attacks. In this types of attacks occur, hacker (or group of hackers) compromise more than 50 percent of a blockchain's computing power. In this occurs, the network majority assuming control of the blockchain allows the hacker(s) to double-spend coins, prevent other miners from creating blocks, and preventing transactions altogether.

The existing distributed ledger technology has a number of drawbacks which prevent it from being used as a generic platform for distributed ledger across the globe. One notable drawback is the scalability issue. Many existing public blockchain consensus protocols such as bitcoin, ripple[3] requires that the participating node in the network needs to process every transaction, which results in low throughput in a transaction heavy high traffic in a network.

The blockchain technology also has privacy issues. While blockchain is public, every transaction recorded on the blockchain is available for anyone to look at. But this does not mean that someone will be able to identify you.

In a public blockchain you'll got to share the infrastructure with you and people firms which may not be associated with you and people firms which may be competitive for identical resources just like the U.S.A, so it might drive increase in the cost for no benefit to the organization. To overcome these issues for personal organization the openchain is what they have to keep up their distributed ledger and not got to face the matter from public blockchain.

The unclear governance of blockchain is another execution downside within the system since there's nobody accountable for group action happening on the chain since it shared by a lot of various organizations and for the extremely regulated services like money services it's a giant issue to be solved.

Objective

The objective of this paper is to promote the use of openchain technology over blockchain technology. Since openchain is

A SYSTEM BASED ON OPINION MINING OF USER DATA ON SOCIAL MEDIA

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ABSTRACT

Over social media there are plenty of emotional symbols (emojis) which are used in comparison to textual content which is an unstructured sort of text which gets considered and a daily increase in such symbols is moving closer to the new records prediction determination approach. Due to the speedy development of net, big numbers of web pages assigned by readers' emotions are generated via new portals.

Comparing to the previous studies which focused on author's perspective, our research focuses on readers' emotions invoked by news articles. Our studies affords significant assistance in social media software such as sentiment retrieval, opinion summarization and election prediction. In this paper, we are expecting the reader's emotion state-of-information primarily based on the social opinion community. Mainly, we assemble the opinion community based totally on the semantic distance. The communities within the news network suggest specific occasions which might be related to the feelings. Consequently, the opinion community serves as the lexicon among occasions and corresponding emotions. We leverage neighbor courting in network to are expecting readers' feelings. As a result, our techniques achieve better result than the other techniques. Moreover, we developed a developing approach to prune the network for sensible application. The experiment verifies the rationality of the application.

In this paper, we propose a system based on social opinion prediction by generating a real-time social opinion network. In more details, first, we train word vectors according to the most recent Wikipedia word corpus. Second, we calculate semantic distance between news via word vectors.

Keywords: *Opinion mining, SOM, emojis, pattern matching*

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MINING & TRAINING SOURCE CODE FOR INTELLISENSE OF COMMENT GENERATION

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ABSTRACT

Code comments are the essential and integral part of software development. They improve program comprehension, software maintainability and readability. In this paper, we propose a general approach to generate code comments automatically by analyzing existing software repositories and training the text classification model to identify lines and generate comments. We apply clone detection techniques and training the classification model to discover similar code segments and use the comments from some code segments to describe the other similar code segments. We leverage Text classification Algorithms for identifying words and generating the intellisense.

By analyzing almost tones of Github repositories we have found that only 23% of the generated code comments are good and sensible [4]. We have recently reported to the developers some of the good code comments, whose code segments do not have an existing code comment. Amongst the reported code comments, seven out of ten have been confirmed by the developers as good and committable to the software repository while the rest wait for developers' confirmation.

A bad Programmer spends minimal of his time on writing a good, sensible comments or none. Comments help us to understand the basic work flow at a glance without reading the actual code; this helps us to understand the program more efficiently and gives the proper understanding required [5]. Now, moreover writing comments consumes time. So, to increase the speed of development with proper documentation, we are bringing intellisense to the picture this, will help to give suggestions of comments as per the code written and as per our text classification algorithm we work upon the related comments will be shown, a.k.a Smart Compose [7]. So, this helps in maintaining the code documentation as well as it maintains the standard.

Keywords: Code Documentation; Smart Compose; Comment Generation.

PROBLEM STATEMENT

Software maintenance demands as much as 90% of software engineering resources, also long variable names reduce the code readability. Documentation plays an important part here.

This paper represents a process to save a programmer's time by generating comments through smart compose suggestions after a line of code has been written, as we know programmers are always running out of time. Also, the documentation plays an important part in writing a good committable code.

The major aim of this paper is to provide a novel technique to automatically generate descriptive summary i.e the comment using smart compose. Smart compose is the intellisense to give suggestion of the nest possible words and combinations which relate with the text. Many of the IDE's use intellisense to complete the code lines by provide auto completions [6].

Most of the codes are copy pasted from websites such as Stack Overflow, Java code Ranch etc, and used the improved descriptions (modified with natural language processing techniques) as comments for the code segments in the software repositories. Although human written sentences from Stack Overflow can be used as source code comments, the technique can only generate a limited number of comments automatically. The reason is if a code segment had never been discussed on a Q&A website, then Auto Comment cannot generate a comment for the detected code segments that are similar, which limits the yield. Based on our user study, we learnt that comments that are written for easy-to-understand code (no comment is needed to help comprehension) are less useful.

As we know the reuse is major in this industry the same boiler plate code will be used in many places so, to understand more and more code for generation will be efficient to train our model.

For example, the 1,005 Java open source projects that we downloaded from GitHub contains 42 million lines of code and 17 million lines of code which is same.

LITERATURE REVIEW

Edmund Wong, Taiyue Liu, and Lin Tan 3 colleague's from department of Electrical and Computer Engineering University of Waterloo, Waterloo.

ICT FOR ORGANIZATIONAL EFFECTIVENESS

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“Impact of RFID on Organizational Productivity”

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Abstract:

This paper deals with radio frequency identification (RFID) technology. Initially RFID tags were developed to eventually replace barcodes in supply chains. The paper describes the current technology, including the frequency ranges used and standards. With the increasing ubiquity of RFID tags, however, privacy became a concern. The paper reviews the current progress of Radio Frequency Identification an essentially enabling technology in field of Supply chain management (SCM), Inventory Management and Warehouse management. Their advantages are that they can be read wirelessly and without line of sight, contain more information than barcodes, and are more robust. The paper outlines possible attacks that can violate one's privacy and it also describes counter measures. The RFID technology did not stop at item-level tagging. The paper also presents current research that focuses on locating and tracking labeled object that move. Since the uses for RFID tags are so widespread, there is a large interest in lowering the costs for producing them. It turns out that printing tags might become a viable alternative to traditional production.

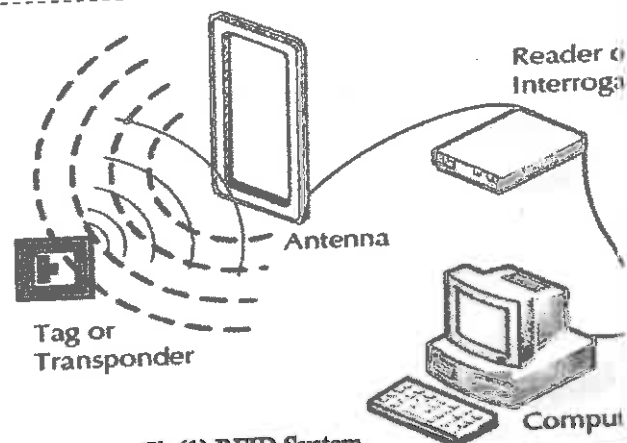
Keywords: RFID, SCM, Inventory Management.

Introduction:

It all started during Second World War when it became impossible for the soldiers to understand that whether the fighter planes and tanks were there friends or foe. Nearly that time Léon Theremin invented a tool for spying for the Soviet Union which retransmitted incident radio waves with audio information. Sound waves vibrated a diaphragm which slightly altered the shape of the resonator, which modulated the reflected radio frequency. This device was a covert listening device and predecessor of RFID, because it was likewise passive, being energized and activated by waves from an outside source. This was used as the "Identification Friend or Foe" system (IFF) and it was used by the British. Transponders were placed into fighter planes and tanks, and reading units could query them to decide whether to attack. Successors of this technology are still used in armies around the world.

RFID is a system which transmits identity of a person or an object or even an animal wirelessly by making use of radio waves. RFID tags are small transponders that respond to queries from a reader by wirelessly transmitting a serial number or similar identifier. This is the reason that they are heavily used to track items in production environments and to label items in supermarkets. They are usually thought of as an advanced barcode. However, their possible area of use is much larger. A typical RFID system has 3 components, an antenna, a transceiver and a transponder.

The three frequency ranges that RFID tags typically use are LF(Low Frequency) , HF(High Frequency) , and UHF(Ultra-High Frequency) . RFID is grouped under the term Automatic Identification (Auto ID), such as magnetic inks, optical character recognition, voice recognition, touch memory, smart cards, biometrics etc. Auto ID technologies are a new way of controlling information and material flow, especially suitable for large production networks.



Fig(1).RFID System

LITERATURE REVIEW:

INTERNATIONAL

The idea of RFID started some centuries ago with some scientists such as Michael Faraday with the discovery of inductance and James Clerk Maxwell with the formulation of electromagnetic equation. Other works include that of Heinrich Rudolf Hertz, who validated Faraday and Maxwell's predictions. Some electronic technologies, like Electronic Article Surveillance (EAS) systems, were commercially in use by some companies in order to provide surveillance to their products. It consists of magnetic devices attached to the product. These are deactivated when the product is sold. In a situation where there is an attempt to steal the product, as soon as the culprit tries to exit, an alarm is triggered in order to notify the system administrator and all concerned of the theft attempt. This type of EAS system has its setback in the sense that it cannot be used to identify objects like the RFID technology. Research has shown that the most popular and successful identification system is the Universal Product Code (UPC). UPC is a one-dimensional and optical barcode identifier. Though barcodes are fast, reliable and convenient to use, it has its setbacks attached with the packaging process, where there can be an interrupt during the process. It also uses line-of-sight operation meaning that any obstruction in its path may result in difficulty in reading the object data. Also optical barcode is the human invention for it to be of optimal performance. RFID tags made its way into the agriculture for example animal tagging. In the eighties RFID technology got a boost in Norway and several US states decided to use RFID for toll collection on roads. In addition to toll collection the following decade brought a vast number of new applications, such as passes, gasoline cards, money cards, etc. By 2006, there were 15 projects across Airbus, each looking for promising new benefits enabled by RFID. However, it was realized that to maximize the benefits across the company, a coordinated approach was needed to avoid duplication of activities and to maximize synergies. As a consequence, in 2007, a coordinated decision was taken to launch a company-wide program to increase visibility across the lifecycle of the aircraft, including the collection of automatic identification technologies (including RFID). This was called the Value Chain Visibility (VCV).