

Zone: II

District: Krishna

Name of the College and Address	Govt. Degree College, Avanigadda
Name of the Lecturer	Lt. Dr. CHILOKOTI NAGARAJU, M.Com;NET;M.BA;M.Phil.Ph.D
Name of the Subject	Commerce
Date of Joining in Degree	11-07-2011

S.No	Key Indicator	List of files/ documents to be kept ready as a proof of Key Indicator	Information in support of the key indicator	Key Aspect Scores	Predetermined Weightage (Wi) for Key Indicator	Key Indicator Grade Points (KIGP) (A =3; B=2; C=1; D=0)	Key Indicator Wise Weighted Grade Points (KIWWGP) = KIGP X Wi	KIWWGP as per Academic Advisor's grading	Guidelines
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I-CURRICULAR ASPECTS

1	Curricular Planning and Implementation (for Autonomous Colleges - Efforts for Curriculum Design and Development to be considered)	Preparation and Implementation of 1. Annual Academic Curriculum Plan 2. Course Objectives & Outcomes	Course wise/Sem wise Records for the Academic Year	2x5= 10	30	A	150		1)All five key indicators =3 Grade points/A 2)Any four key indicators =2 Grade points/B 3)Any two key indicators =1 Grade points/C 4)No Indicator=0/D
		3. Teaching Diary	Course wise/Sem wise Records for the Academic Year	2x5= 10					
		4. Lesson Plans	Invitation Letter & Attendance	10					
2	Curriculum Flexibility/Enrichment	1. Additional inputs related to Curriculum of the courses taught	a)Course wise/Sem wise additional inputs Reports	10	20	A	60		1)All three key indicators =3 Grade points/A 2)Any two key indicators =2 Grade points/B 3)Any one key indicator =1 Grade point/C 4)No Indicator=0/D
		2. Value added courses offered & completed	b)Report on Certificate/ Diploma	2x5=10					
		a)Certificate b)Diploma c)Any Online courses like MOOCs	c)Any Online courses like MOOCs						
3	Feedback system	Feedback on Curriculum by Students a) Collected b) Analyzed c) Action taken	Course wise/Sem wise a)Reports of Feedback b)Analysis Reports c)Action taken Report	10	10	A	30		1)All three key indicators =3 Grade points/A 2)Any two key indicators =2 Grade points/B 3)Any one key indicator =1 Grade point/C 4)No Indicator=0/D

II-TEACHING, LEARNING & EVALUATION

4	Catering to Student Diversity	1. Report on grouping of students into Slow, Moderate and Advanced learners 2. Course wise activities designed for Slow, Moderate and Advanced learners	1. Course wise/Sem wise Reports with lists of students (Slow, Moderate and Advanced learners) 2. Course wise/Sem wise Activities designed for Slow, Moderate and	10	20	A	60		1)All three key indicators =3 Grade points/A 2)Any two key indicators =2 Grade points/B 3)Any one key indicator =1 Grade point/C 4)No Indicator=0/D
		1. Report on Course wise Bridge Courses conducted 2. Report on Course wise Remedial coaching conducted	1. Course wise/Sem wise Reports on Bridge Courses conducted 2. Course wise/Sem wise Report on Remedial coaching conducted	2x5=10					
5	Teaching-Learning Process	1. Report on student centered methods implemented (Course wise) 2. Report on implementation of ICT in teaching and learning (Course wise) or Report on implementation of Computer/Internet assisted learning (Course wise) 3. Report on the Use of LMS tools (Course wise) 4. Contribution for the development of LMS in the concerned subject 5. Report on innovative pedagogical Tools used	Course wise/ Sem wise Reports	50	50	B	100		1)All five key indicators =3 Grade points/A 2)Any three key indicators =2 Grade points/B 3)Any two key indicator =1 Grade point/C 4) Below two=0/D

6	Teacher Profile and Quality	1. Report on Seminars/Conferences/ Workshops/ Guest Lectures organized 2. Report on Participation in Seminars/Conferences/Workshops/ Guest Lectures/ Invited talks 3. Awards and recognition 4. Participation in Short term/ Orientation /Refresher courses/FDPs 5. E- Content Development /MOOCs (Massive Open Online Courses)	Reports and Certificates	30	30	B	60	1)Any five key indicators =3 Grade points/A 2)Any three key indicators =2 Grade points/B 3)Any two key indicator =1 Grade point/C 4) Below two=0/D	
7	Evaluation Process and Reforms	1. Report on Formative Evaluation (CIE)	Department wise reports regarding 1. Mid exams, Seminar Reports, Assignment books, Projects and any other tools of Internal Assessment 2. Departmental Internal Marks Register for CIA	10	30	A	90	1)All four key indicator Metrics =3 Grade points/A 2) Metrics 1, 2, 4 =2 Grade points/B 3)Metrics 1, 2,3 =1 Grade point/C 4) Below two=0/D	
		2. Assignments-Critical, Innovative, text book and Internet based		10					
		3. Involvement in Summative evaluation		5					
		4. Maintaining Marks Register & Result Analysis register.		5					
8	Student Performance and Learning Outcomes	1. Announcement and Attainment of Course Outcomes 2. Report on Student seminars/ Student demonstrations (Course wise) 3. Report on activities like Quiz/ Group discussion/ Poster presentaion (Course wise) 4. Report on Field trips (Course wise) 5. Report on Student Study projects (Course wise)	Course wise Reports	5x6=30	30	A	90	1)All five key indicators =3 Grade points/A 2)First KI Metric and any three other =2 Grade points/B 3)First KI Metric and any two other =1 Grade point/C 4) Below two=0/D	
III-RESEARCH, INNOVATIONS AND EXTENSION									
9	Funding obtained for Research (Govt./Non-Governmental Bodies)	1. Minor Research Projects	Letter of intimation and award letters (For Current Year only Either Ongoing OR Completed)	5	20	D	0	1)All three key indicators =3 Grade points/A 2)Any two key indicators =2 Grade points/B 3)Any one key indicator =1 Grade point/C 4)No	
		2. Major Research Projects		10					
		3. Consultancy Projects		5					
10	Research Publications and Awards	1. Papers Published in Journals / Chapters published in edited volumes		10	60	C	60	1)Any three key indicators =3 Grade points/A 2)Any two key indicators =2 Grade points/B 3)Any one key indicator =1 Grade point/C 4) No Indicator=0/D	
		2. Books published as single author		15					
		3. Books published as Co-Author		10					
		4. Papers/Chapters published as Co-Author (Note: A maximum of 3 publications in Scopus/Web of Science/ICI or UGC -CARE Listed journals/Any book with ISBN shall be considered)		5					
		5. Research Guideship		10					
6. Awards in recognition	10								
11	Extension Activities	Academic Extension activities through DRC/ Faculty Outreach (Curriculum/ Skill/Domain related)	Reports in the NAAC format	10	20	D	0	1)All three key indicators =3 Grade points/A 2)Any two key indicators =2 Grade points/B 3)Any one key indicator =1 Grade point/C 4)No Indicator=0/D	
		Involvement in activities related to community service a. Sensitising the students about the value of Community Service Organising the activity (A maximum of 5 Programmes resulting in Community Service like ODF/Swachh Bharat/UBA etc) b.	Reports in the NAAC format	5+5					A
12	Functional MoUs /Collaborations with Govt and Non Governmental Organisations	1. Collaboration with University/ Industry/NGO/ Any other Agency 2. Consultancy offered 3. Amount generated through Consultancy.	MoUs - 5 points Consultancy offered -10 Amount generated through Consultancy - 5 points	20	20	C	20	1)All three key indicators =3 Grade points/A 2)Any two key indicators =2 Grade points/B 3)Any one key indicator =1 Grade point/C 4)No Indicator=0/D	

IV - USE OF INFRASTRUCTURE & LEARNING RESOURCES

13	Physical facilities	Infrastructural facilities in the Department/Colleges a Use of Digital Classrooms b Use of Virtual Classroom c Use of Labs d.Use of Library e Nlist usage. f. Maintenance of Departmental Library	Log books related to usage	20	20	A	60	1)Any four key indicators =3 Grade points/A 2)Any three key indicators =2 Grade points/B 3)Any two key indicators =1 Grade point/C 4) Below two Indicators=0/D
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V- ROLE IN STUDENT SUPPORT AND PROGRESSION

14	Student Support	1. Counseling of students as Mentor/ Class teacher a. Student Profile Collection b. Semester wise updation and maintenance. 2. Any other Study Material /Guidance a)Academic guidance for the advanced learner (offering suggestions/reference books) b)Handholding the slow learners (offering study material/ question banks) 3. Guiding/Monitoring Students for CSP/Internship 4. Organizing/Participation in Parent Teacher	Reports in the NAAC format	20 10 10 10	50	A	150	1)All Four key indicators =3 Grade points/A 2)Any Three key indicators =2 Grade points/B 3)Any Two key indicator =1 Grade point/C 4)Below two=0/D
15	Student Progression	Report on Programme/Course wise students' progression to a)Higher Education b)Employment c)Entrepreneurship	Reports in the NAAC format	10 10 10	30	A	90	1)All three key indicators =3 Grade points/A 2)Any two key indicators =2 Grade points/B 3)Any one key indicator =1 Grade point/C 4)No Indicator=0/D

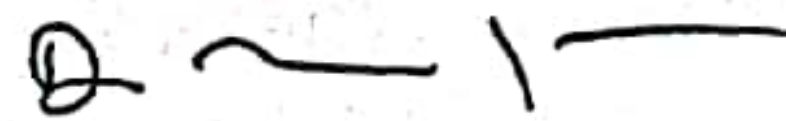
VI- ROLE IN INSTITUTIONAL GOVERNANCE

16	Participation in Institutional Governance and Leadership	a)Contribution to Departmental Vision & Mission and Departmental Action Plan b)Participation in different institutional committees and preparation of committee reports c)Participation in different institutional activities that focus on value based education d)Contribution to IQAC/quality initiatives	Reports in the NAAC format	4x10	40	A	120	1)All Four key indicators =3 Grade points/A 2)Any Three key indicators =2 Grade points/B 3)Any Two key indicator =1 Grade point/C 4)Below two=0/D
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VII- BEST PRACTICES

17	Best Practices	Identification and Contribution to a)The Departmental Best practices b)Institutional Best practices	Reports in the NAAC format	20	20	A	60	1)All Two key indicators =3 Grade points/A 2)Any one key indicator =2 Grade points/B 3)No Indicator=0/D
Total Grade points					500		1230	

Name & Signature of the Principal



PRINCIPAL
GOVT. DEGREE COLLEGE
AVANIGADDA, Krishna Dist

Ch. Nagaraju

Name & Signatures of the Academic advisors

- 1)
- 2)
- 3)

GLOBAL ECONOMIC TRENDS AND ITS EFFECT ON STARTUP INVESTMENTS

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ABSTRACT

The journey towards 2030 will be marked by significant opportunities and challenges for startups and investors. By understanding and aligning with the broader economic trends, startups can position themselves to attract investment and drive innovation in the coming decade. Investors, on their part, will be looking for ventures that not only promise financial returns but also contribute to societal and environmental progress.

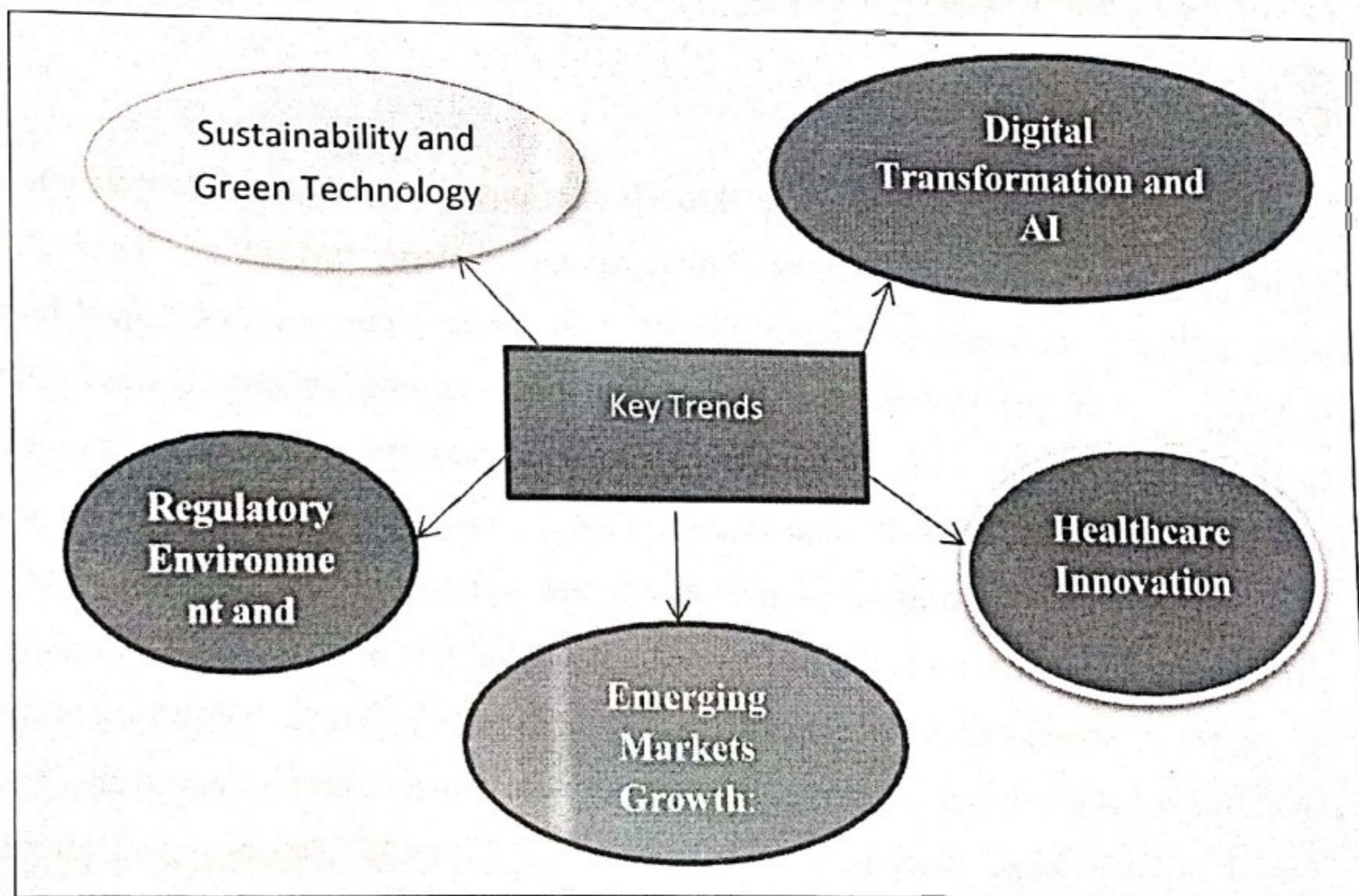
INTRODUCTION:

Technological-based entrepreneurship through start-ups emerges as a driver of innovation, social progress, wealth and positively influences the economy and society (Dushnitsky and Stroube, 2021). Start-ups develop transformative solutions to problems, have qualified teams with high technological knowledge, seeking scalability in products and services (Oliva and Kotabe, 2019). In addition to innovative products, start-ups create new approaches to customers, grow exponentially and become global companies (Mikle, 2020; Silva Júnior, 2021). Many factors are related to the success and sustainability of the product or service offered by the start-up, attracting investments is crucial (Bolat et al., 2021). Besides, start-ups progress requires financial support (Slávik and Slávik, 2018). Nevertheless, the high failure rate of start-ups concerns entrepreneurs and investors (Cerdeira and Kotashev, 2021; Erdogan and Koohborfardhighi, 2019). According to a CB Insights report, after reading through 111 post-mortems start-ups, the failure to raise new capital was appointed as the main cause of start-ups' bankruptcy (CB Insights, 2021c). Considering start-ups' limitation of financial resources, external funding plays an important role in the financing of young entrepreneurial firms (Walthoff-Borm et al., 2018). Gerhardt et al. (2021) state that venture capital (VC) investments collaborate with the development of start-ups especially in the early stages of the companies. In the second quarter of 2021, global funding for start-ups

reached a new record. Funding was up 157% compared to the second quarter of 2020. This marks the largest. dollar-raising quarter in the last ten years. This global high was driven by a record quarter for funding in the USA, with US\$70.4 billion raised in the country in the second quarter of 2021 (CB Insights, 2021a). Thus, start-ups are benefiting from the emergence of new investment channels, including start-up democratisation (e.g., Robinhood), crowdfunding, and special purchase acquisition companies (Startup Genome, 2021). Start-ups that receive early-stage funding (e.g., investments from business angels) are associated with a higher probability of receiving new investments and survival (Croce et al., 2018). Therefore, attracting investments is a vital condition for the development and expansion of a start-up.

1. Key Trends Influencing Start-up Investments

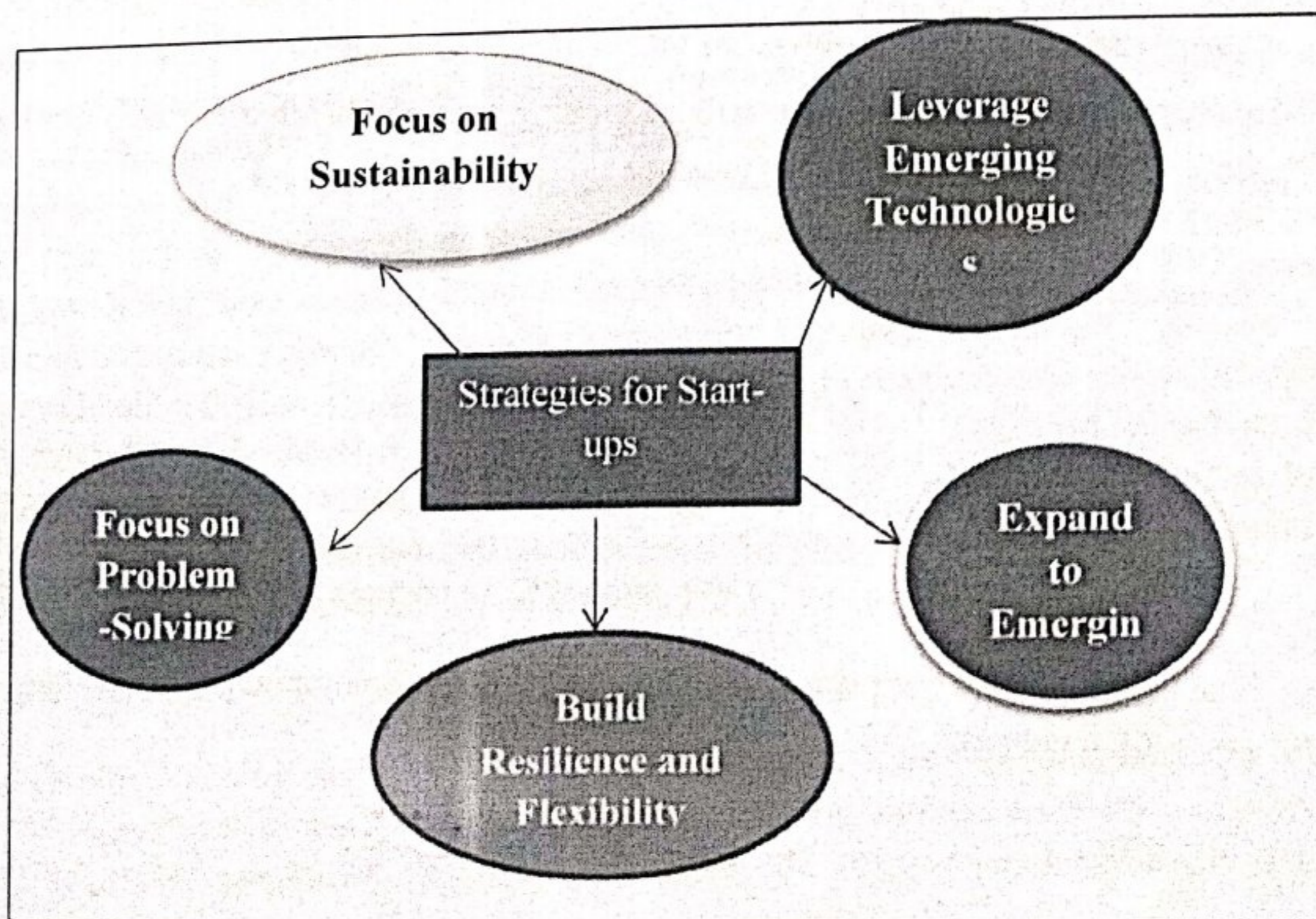
Figure 01: Key Trends Influencing Start-up Investments



1. **Sustainability and Green Technology:** The global push towards sustainability will continue to attract substantial investment. Sectors like renewable energy, sustainable agriculture, and green transportation are expected to see increased funding as both consumers and governments demand more environmentally friendly solutions.

2. **Digital Transformation and AI:** The rapid pace of digital transformation across industries, powered by advancements in artificial intelligence, machine learning, and blockchain, will remain a hotbed for investments. Startups that leverage these technologies to offer innovative solutions in finance, healthcare, education, and other sectors will be particularly attractive to investors.
3. **Healthcare Innovation:** The COVID-19 pandemic has underscored the importance of healthcare innovation. The next decade will likely see continued investment in biotechnology, telemedicine, and personalized medicine, driven by an aging global population and the need for more efficient healthcare solutions.
4. **Emerging Markets Growth:** Emerging markets, particularly in Asia and Africa, are expected to play a more significant role in the global startup ecosystem. Increasing internet penetration, a growing middle class, and supportive government policies could make these regions hotspots for venture capital.
5. **Regulatory Environment and Geopolitical Factors:** Changes in the regulatory environment and geopolitical dynamics, including trade policies and international relations, will have a direct impact on startup investments. Areas such as cybersecurity, fintech, and data privacy will be particularly influenced by these factors.

Figure 02: Strategies for Startups to Navigate the Investment Landscape



Strategies for Start-ups to Navigate the Investment Landscape

1. **Focus on Sustainability:** Aligning business models with sustainability goals can not only attract investment but also ensure long-term viability and compliance with future regulations.
2. **Leverage Emerging Technologies:** Keeping abreast of technological advancements and integrating AI, blockchain, or IoT solutions can provide startups with a competitive edge and attract forward-looking investors.
3. **Expand to Emerging Markets:** Considering expansion or tailoring solutions to emerging markets can open new avenues for growth and investment, particularly for startups in digital services, e-commerce, and educational technologies.
4. **Build Resilience and Flexibility:** Developing agile and resilient business models that can quickly adapt to regulatory changes and global economic shifts will be crucial for startups seeking to thrive in the evolving investment landscape.
5. **Focus on Problem-Solving:** Startups that address pressing global challenges, whether in healthcare, education, or climate change, will continue to attract attention and funding from investors looking to make an impact.

CONCLUSION

The journey towards 2030 will be marked by significant opportunities and challenges for startups and investors. By understanding and aligning with the broader economic trends, startups can position themselves to attract investment and drive innovation in the coming decade. Investors, on their part, will be looking for ventures that not only promise financial returns but also contribute to societal and environmental progress

References:

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Ch. N. Gabriel

"Cementing Success: Exploring the Integral Role of Human Resource Management Practices in the Cement Industry"

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Abstract

In today's highly competitive and turbulent business environment all new organizations are operating in dynamic changing scenario. Due to increasing complexities and cut throat competition running organizations effectively became dare for employers. To get rival advantage organizations want to implement unique strategies. Managing human resources is very challenging as compared with managing technology or capital and for its effective strength management, organization requires effective HRM system. HRM system should be backed up by sound HRM practices. Organization performance is influenced by set of efficient HRM practices. It gives good results like increasing employee commitment, maintenance and reduced employee turnover. This article emphasizes the role of HRM practices increasing organizational effectiveness. The research is carried out to find the employee realization towards existing HRM practices for betterment.

Keywords: *HRM Practices, Training & Development, Performance Appraisal, Compensation, Recruitment, New types of Cements*

Introduction

Human resource is the source of achieving competitive advantage because of its capacity to convert the other resources into output (product/ service).[5] The competitor can emulate other resources like technology and capital but the human resource are unparalleled. In the view of resources based theory of Barney stated that human resources lead to competitive advantage when they are precious, unique and well organized. HRM can help firms to improve organizational behavior in such areas as staff commitment, competency and flexibility, which in turn leads to improved staff performance. [1-6] Managing human resources plays key role in organizational success. The effective management of human resources requires the sound human resource Management systems. In order to develop a sound HRM system, the organization should have efficient Human Resource Management practices. HRM practices refer to organizational activities directed at managing the unite of human resources and ensuring the resources are employed towards fulfillment of organizational goals (Schuler & Jackson, 1987; Schuler & MacMillan, 1984; Wright & Snell, 1991). HRM practices may differ from one organization to another and from one country to another country. Employee-Employer relations can be made improved if the organization tools effective HRM practices. HRM practices are related to turnover and profitability.

Training & Development

Training and development deals with updating of skills & competencies of the employees through series of training and development programmes. In today's competitive environment skilled employees with necessary skills and competencies skillful to enhance

productivity, organization competitiveness and performance. Training programs yield both tactile and palpable results. Tactile results like increased productivity and quality of goods and [11] services. Impalpable results are high self-esteem, enhanced morale and high job satisfaction. Blair & Sisakthi (2000) argued that investments on training & development produce [7] huge benefits.

Performance Appraisal

Performance appraisal process is an activity that ensures mutual understanding between subordinate and supervisor. Performance appraisal is positively related to organizational performance.[8] Lee & Lee (2007) posited that successful performance appraisal systems enhance quality and productivity. Comprehensive, transparent performance appraisal systems [9] increase talent retention. Rahman (2006) founded that a extensive performance appraisal system increases subordinate obligation. Performance appraisal influences organizational performance.[10]

Compensation

Efficient compensation and requite process enhances productivity, employee retention, and overall organizational performance. (Delaney & Huselid 1996)Jyothi and venkatesh (2006) established that competency based rewards and pay raise the quality of goods and services, increase subordinate behavior thereby improving organizational performance. Compensation encompasses all forms of financial, non- financial returns,. Berndardin and Rusell (1993) pointed that reward planning and compensation are key dimensions of potent HRM practices.[12]

Welfare & Safety Measures

Employee welfare is flexible and elastic and various widely with time & region, industry, social esteem and customs, degree of industrialization the common social- economic growth of the people and the political ideologies prevalent at a peculiar time and it's also molded agreed to the age groups, also socio-cultural background, and educational level of workers in different industries. Industrial progress relies on satisfied labour force and in this connection is the significance of labour welfare survey was accepted for a long time. Way back in1931 the Royal Commission on Labour emphasize the need of labour welfare primarily because of the rude treatment meted out to the workers. In this need was further emphasized in independent India by the Constitution, which lays down the following articles in this regard: The state ought to make provide for securing just and human conditions of work.

Recruitment & Selection

Recruitment is a process of attracting a pool of grade applicants so as to select the best fit among them. Top performing companies assign considerable coherent sources of energy to creating high quality selection systems.[12] Due to the intricacy of work rise, organizations that present use more selection methods it capture the applicant's capacity to do the work. Law of selection procedures should apt to improve fit between relation applicant and other aspects of the work. Such as personality fit and organization fit. Selection procedure should able match applicant's values with the organization culture. [13]

Developments

While cement production has traditionally been focused on OPC, composite and blast furnace slag cements also developed and central part of the cement-type portfolio of producers.[14] At the same time Portland limestone and Portland pozzolanic cements have got importance, especially in regions where slag or fly-ash is not available. In the global context of cost reduction and CO₂ constraints, cement producers try to lower the clinker content in their cements. The limits are given by cement performance, so that product quality of the final concrete may not be impaired. The various cement types and their calcium oxide, silicon dioxide & aluminums/iron oxide content. [15]

The reduction of clinker levels in cement predominantly takes into well-tried & tested main constituents. A while the worldwide availability of latent hydraulic and pozzolanic materials of industrial source is certainly limited, a special focus is on cements with high limestone content. [14]

It is basically an extension of the current cement cost standards as they have been developed worldwide and certainly provide opportunities for the future. For example, research is performed in the context of the European cost standard with the main focus on strength development and stability of the concrete produced. [15]

The range of current cement types standardized in Europe and the extension is currently under research. In every case, the production of cements with extended use of well tried and tested constituents certainly requires excellent quality assurance mechanisms as they have been successfully execute in cement industry. The inherent characteristics of cement production guarantee large volume flows and the homogenization resulting in constant product quality. [14]

Future Cements

In the literature, quite a few reports are given with respect to the new types of cements on a research scale. Celitement, for example, is based on calcium silicate hybrid phases.[13] The Production is foreseen by hydro- thermal synthesis & by reactive milling of lime in a silicon component. The Ca/Si ratio is lower than OPC clinker, consequently CO₂ emissions and energy requirements might be lower. However, it is currently much too betimes to allow any appraisal about the future potential of this binder with respect to durability, production cost or even the technical potential for appropriate of current cements. [10] Novacem has reported cement founded on magnesium oxide and hydrated magnesium carbonates.[11] According to author Novacem, the raw material is founded on magnesium silicates which are digested and subsequently carbonated at elevated temperature and pressure.[12] A while magnesia-based cements have been known for a long time, it is an open question whether in the end Novacem will provide adequate stability to substitute relevant amounts of today's cement.[13] Novacem indicates that notable research has to be done, but has made important progress of date.[15]

Challenges

The majority of raw materials handled at a cement plant are inclinable to poor flow during reclaim from stockpiles, storage silos, or hoppers. This problem can conduct to process upsets, down time and require frequent operator interference.[10] Materials handled are often dusty, make abrasive wear of apparatus, and stick in chutes and conveyors, all contributing to reduce cement output. Erratic feed and wide mote size variability will lead to poor mill performance, increased energy expenditure, & atomic vibrations in vertical roller mills. Cement may be prone to both caking and flooding (flushing) behavior.[7]

Cement manufacturers operate in one of the world's toughest industries. A huge number of recent challenges is emerging, pushing plant & human resources to the limits.[8] Mill operators are faced conflicting tasks of lowering the cement clinker factor, increasing production capacity, increasing performance & cutting carbon dioxide emissions – a while complying with ever- changing regulatory requirements.[14]

Findings

Routine jobs with strict guidelines for completing work and heavy workloads preclude regular participation in learning activities at work. Training is mainly tied to proficiency on-the-job. Staffs do not perceive continuous learning as essential to their work or tenure.

Staffs are encouraged to develop themselves for promotional opportunities. Those who do, seek learning activities and opportunities in line with more senior positions. Those who don't only take training as required with program change. Learning is generally in relation to changing processes or new technology.

Routine jobs with strict guidelines for completing work and heavy workloads preclude regular participation in learning activities at work. Training is mainly tied to proficiency on-the-job. Staffs do not perceive continuous learning as essential to their work or tenure.[12] Ability to learn and flexibility are competencies evident in all new recruits. Staff and management work in partnership to identify learning needs and seek ways to satisfy them. Management works with HR to provide maximum learning opportunities in ways to suit all learners. Recognition of personal growth and development is evident.[15]

Conclusion

Hence it is observed that the organization wants to increase existing HRM practices that improve employee engagement and commitment. Employee job satisfaction increases organizational effectiveness thus reduces employee turnover. Trained managers may be appointed by the management for the effective recruitment and selection process. The performance appraisal to be carried out in the organisation for betterment of employee performance in the job. Organization need to implement integrated approach to talent management offers adequate opportunities for professional growth and development, good motivating pay package, exciting rewards and Social security measures. In today's environment the human resources is also important as the financial assets, technologies, etc. So organizations have to regard the human resource because these are very important for betterment of the organization.

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