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ANDHRA LOYOLA CAMPUS AERIAL VIEW

VIJAYAWADA- 520 008

1. **ALC:** Andhra Loyola College (Autonomous)
2. **ALIET:** Andhra Loyola Institute of Engineering and Technology
3. **Kaladarshini:** Institute of Fine and Folk Arts and Culture
4. **YES-J:** Youth Empowering Services - Jesuits
5. **ALCAA:** Andhra Loyola College Alumni/ae Association

1. ALC GATE
2. ALC FOUR WHEELER PARKING
3. ALC TWO WHEELER PARKING
4. ALC DISPENSARY
5. ALC CANTEEN
6. BOYS WASH ROOMS
7. LAGADAPATI BLOCK(VISCOMM)
8. ALC UG SOUTH BLOCK
9. ALC UG NORTH BLOCK
10. ALC COLLEGE CHURCH
11. JESUIT RESIDENCE
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14. ALCAA SCHOOL
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17. ALC PG BLOCK
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25. ALIET PG BLOCK
26. ALIET UG BLOCK
27. ALIET PARKING
28. YES -J CENTER
29. KALADARSHINI
30. ALIET GATE
31. ALC NEW HOSTEL
32. ALC GOGINENI HOSTEL
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35. ALC INDOOR STADIUM
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ఆచార్య కొలకలూరు ఇనాకు గారి కలం నుండి జాలువారిన సర్కార్ గట్టి నవల 1980వ సంవత్సరంలో అనంతపురం జిల్లాలో తీవ్ర కరువు సంభవించడం వలన పశుగ్రాసనం లభించక, రైతుల దయనీయమైన కష్టాలు కడగండ్లు వాటిలో ప్రత్యేకించి దళిత రైతు బ్రతుకు పోరాటం గురించి ఈ నవలలో చిత్రీకరించారు.

కదా సారాంశం :

ప్రభుత్వం పశువుల కోసం పంపిణీ చేసే గడ్డి అందించడంలో అవకతవకలు జరగడం, దళితులు లాగే దళిత పశువులు కూడా వివక్షకు గురి కావడం చూసి తట్టుకోలేని దళిత రైతు ఆరాటాన్ని, బ్రతుకు పోరాటాన్ని చాటుతుంది. ఈ సర్కారు గడ్డి నవల. తమ హక్కుల రక్షించుకోవడంలో దళిత రైతు కుటుంబం సాగించిన బ్రతుకు పోరాటం, ఆరాటం దానిలో భాగమై వాళ్ల సాధించి సమన్వయించిన శక్తి యుక్తులు, శారీరిక శ్రమ విజయంతో ఆర్థిక పీడనను అధిగమించిన తీరు ఈ నవలలో మనం గ్రహించగలుగుతాం.

నేలను నమ్ముకుని నేల కోసం ప్రాణాలర్పించే రైతు అవస్థలు ప్రతిబింబించారు రచయిత. రైతు ప్రకృతి శాపానికి, ప్రభుత్వ విధానాలకు బలైపోతున్న వైనం ప్రదర్శించారు. కరువు మానవ జీవితాన్ని ఎలాంటి సంక్షోభంలో నెట్టివేస్తుందో చూడవచ్చు. కరువు వల్ల పశువుల్ని పోషించుకోలేక కసాయ శాలకు తోలవలసి వస్తున్న దుర్భర స్థితికి ప్రతిఫలమిది. మనిషికి, పశువుకి మధ్య ఉండే దృఢమైన అనుబంధాన్ని బలంగా చిత్రిస్తున్నది ఈ నవల కథాపరంగా కాక, అనుభూతి కథనంగా సాగిన ఈ నవల విసుకు విరామానికి ఆస్కారం లేదు. వర్ణన అవసరాన్ని సూచన విలువను గుర్తించి కథ చెప్పడం చేత కథనంలో సమతూల్యత ఏర్పడింది. రైతులు బ్రతకడానికి కోసం వారు సాగించే జీవిత పోరాటం ఈ నవలస్పష్టంగా చిత్రీకరణ చేశారు.

రైతుల దుస్థితి :

భారతీయ సమాజంలో తరతరాలుగా రైతులు వ్యవసాయం చేసుకొని జీవిస్తున్నారు. దానికి వర్షమే ఆధారం: వానలు కురిస్తేనే వసుంధర, వానలు ఉంటేనే పంటలు లేకుంటే మంటలు, వర్షాలు బాగా పడితే రైతుకు తిండి లేదంటే పస్తులే. అస్పృశ్యతకు అణిచివేతకు గురై కులం పేరట హీన చూపుకు గురై సమాజంలో ఉంటూనే ప్రధాన జీవన స్రవంతికి దూరంగా చేయబడిన వారు, విద్యనభ్యసించి అర్హత లేక ఊరికి దూరంగా వెలి వేయబడిన వాడల్లో కులవృత్తులు చేసుకుంటూ, ఆర్థికపరమైన అణిచివేతకు, గురై కులం పేరట హీనతకు గురై సమాజంలో ఉంటూనే ప్రధాన జీవన స్రవంతికి దూరంగా త్రో సివేతకు గురైన వారు, విద్యనభ్యసించే అర్హత లేక ఊరికి దూరంగా వెలి చేత వెలి వాడల్లో కులవృత్తులు చేసుకుంటూ ఆర్థికపరమైన అణచివేత శ్రమ దోపిడీకి గురైన వారు దళితులు. ఇలాంటి దళిత రైతులు పరిస్థితి మరి దారుణంగా ఉంటుంది. దళిత రైతులు సమాజ పరిణామ క్రమంలో వారికి జరిగిన అన్యాయాలను అవమానాలను సమాజానికి సాహిత్యం ద్వారా చెప్పుకున్నారు.

కరువు వల్ల వ్యవసాయం శిథిలం కావడం రైతుల కష్టాలు, పశువుల మేత లేకపోవడం వల్ల అవి ఎలా కృషించి పోయాయి సర్కారు గడ్డి నవలలో ప్రత్యేకంగా పేర్కొన్నారు. అనంతపురం జిల్లా గ్రామీణ దళిత రైతుల జీవితాల్లోని ఆందోళనకరమైన జీవితాలను ఈ నవలలో చిత్రీకరించారు. వ్యవసాయక సమస్యలు దళిత రైతుల కష్టాలు హృదయ విధారకమైనవి.

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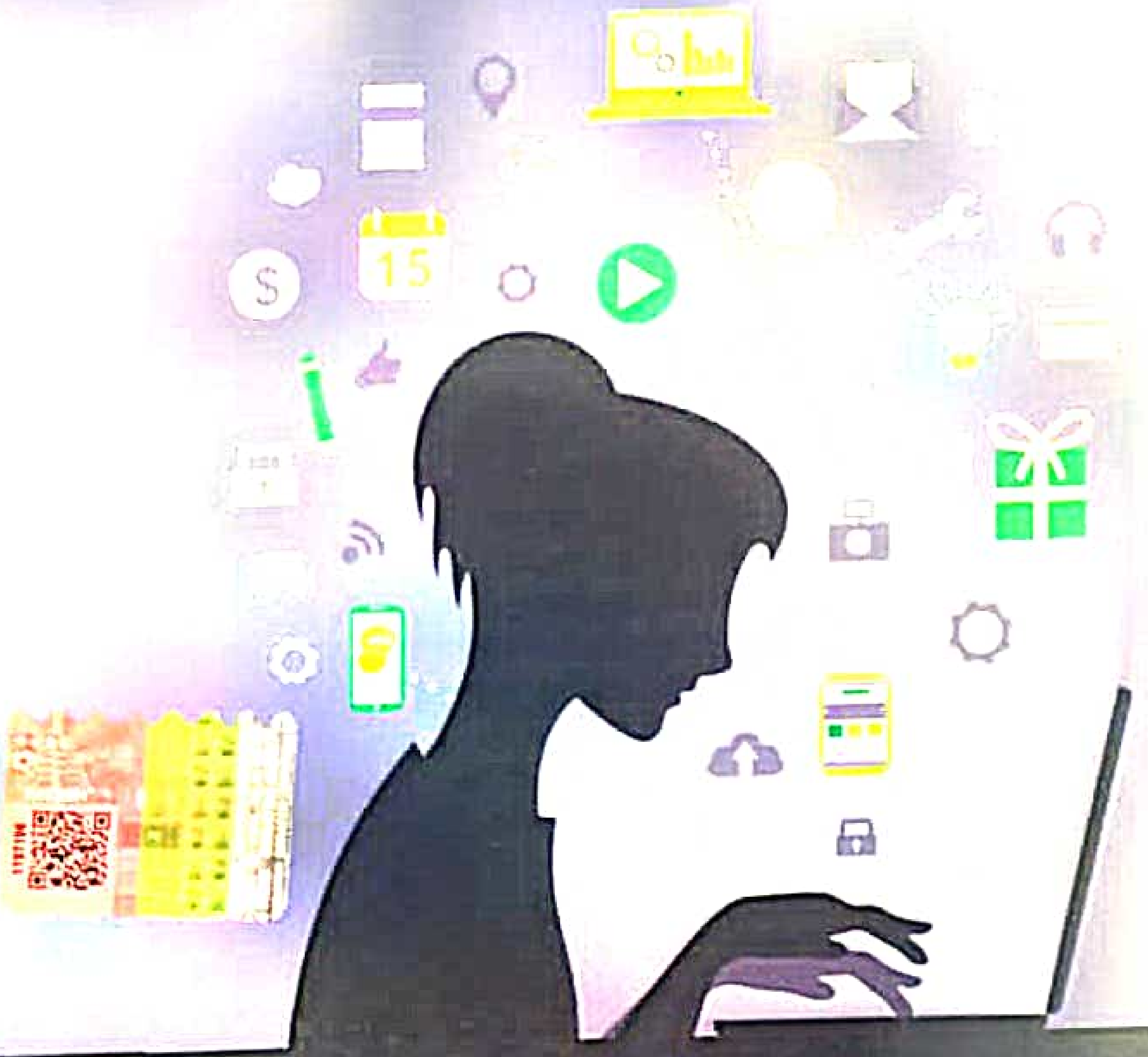

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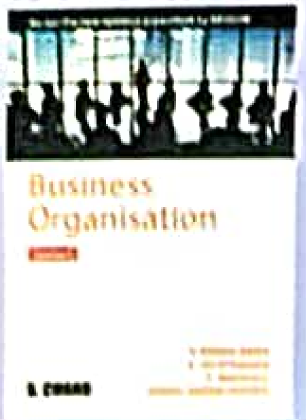

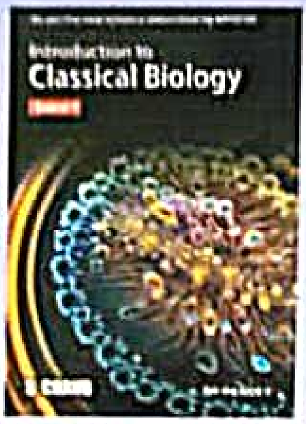

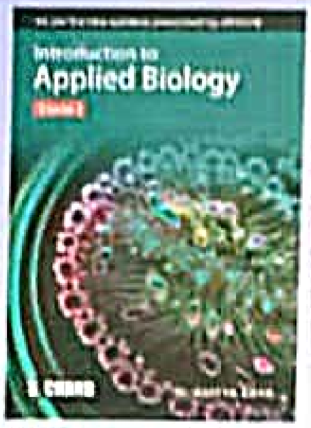

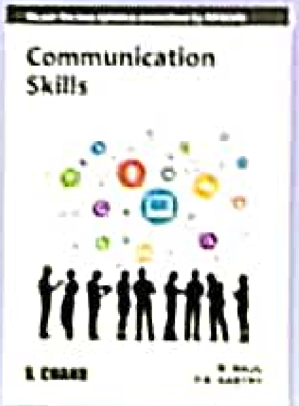

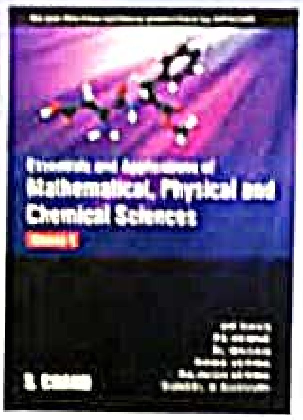

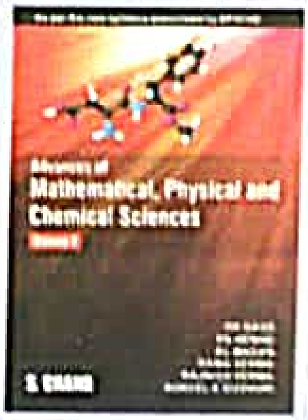

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An Anthology of Scholarly Articles

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Chapter 5 Influence of Au^0 particles on luminescence efficiency of Ho^{3+} ions in $PbO–B_2O_3–SeO_2$ glass ceramics: the role of free volume defects – exploration using PALS studies

5.1 Introduction

Selenium oxide (SeO_2) is an interesting chalcogenide oxide. It involves in glass formation with isolated selenite $[SeO_3]^{2-}$ as well as selenate $[SeO_4^{2-}]$ structural units. The selenite units occupy modifying positions and deaugment the host glass network by creating dangling bonds and free oxygen ions; due to these reasons, a decrement in the phonon losses that facilitates the improvement of luminescence efficiency (LE) of dopant RE (rare-earth) ions is expected [1]. The selenate groups, however, do participate in the glass formation and increase the glass-forming ability. In $[SeO_3]^{2-}$ units, two of the 4*p* electrons link with covalent bonding while the third *p* orbital consists of a couple of electrons that can easily be dislodged. For this reason, these structural groups do possess high electronic polarizability and as a result the materials containing SeO_2 do find applications in nonlinear optical and several semiconducting devices [2].

With the addition of lead oxide to SeO_2 glass system, the density as well as refractive index are expected to be enhanced and pave the way to increase the LE of the lasing dopant RE ions [3, 4]. A small content of borate was also added to this glass composition in order to improve glass formation of lead selenate since SeO_2 is an incipient glass former.

Among different RE ions, Ho^{3+} is an attractive luminescent ion; its emission spectra consist of sharp emission peaks spreading over a wide wavelength region with a large number of excited states. Laser action of Ho^{3+} ions is expected to be due to multiple processes of cross-relaxation (with self-upconversion) [5–7]. Because of such intense PL emission, the Ho^{3+}-doped glasses do find potential applications, to mention a few, for the storage of optical data, as optical sensors, in 3D display systems, and so on. As mentioned earlier, holmium ions do have a large number of intermediate levels (which normally do not get affected by multiple phonon decay process) and hence facilitate multilasing transition probabilities which spread over a broad spectral region. Additionally, the $^5I_7$ energy of holmium ions emits strong near-infrared (NIR) band at nearly 2.0 μm by de-excitation to $^5I_8$ energy state. The $^5I_7$ energy level is a long-lasting

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CONTENTS

BRAND LOYALTY: A STRATEGIC TOOL FOR HYPER COMPETITIVE MARKETS

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ABSTRACT

Brand loyalty is an essential strategic tool for companies operating in hyper-competitive markets. In such markets, companies face intense competition, rapidly changing customer preferences, and constant pressure to innovate and adapt to changing market conditions. Building brand loyalty can help companies to gain an edge over their competitors by driving repeat business, increasing customer retention, and building emotional and cognitive connections with their customers. Effective brand loyalty strategies in hyper-competitive markets include personalized marketing and communication, exceptional customer service, consistent branding and messaging, reward programs and incentives, and continuous innovation. By investing in these strategies, companies can build a sustainable competitive advantage and thrive in even the most challenging and dynamic market environments.By building strong emotional and cognitive connections with their customers, companies can drive repeat business, increase market share, and gain a sustainable competitive advantage. However, achieving and maintaining brand loyalty in hyper-competitive markets can be challenging, requiring ongoing investment and attention to customer needs and preferences. This chapter provides an overview on the importance of brand loyalty in hyper-competitive markets and highlights some of the most effective strategies for building and maintaining brand loyalty over the long-term.

Keywords: Brand Loyalty, Brand Loyalty Strategies, Hyper-Competitive Markets and Competitive Advantage.

INTRODUCTION

In todayfast paced and hyper-competitive markets, brand loyalty has become a critical strategic tool for companies looking to gain an edge over their rivals. Brand loyalty is the level of a customer's commitment to a specific brand and their willingness to buy from them repeatedly and suggest them to others.In hyper-competitive markets, where companies are constantly fighting for market share, building, and maintaining brand loyalty can be the key to success. This chapter explores the concept of brand loyalty and its strategic importance in hyper-competitive markets.As a strategic tool, brand loyalty can be leveraged by companies to gain a competitive advantage in the marketplace.Customers are more inclined to stick with a brand and suggest it to others when they are loyal to it. Increased sales, improved profit margins, and a bigger market share may result from this. Additionally, loyal customers are less sensitive to price changes and are more forgiving of occasional product or service failures.

To build brand loyalty, companies need to invest in creating a positive customer experience through quality products, exceptional service, and consistent messaging. They can also use loyalty programs.

INFLUENCER MARKETING: GROWTH STRATEGY FOR BUSINESS DEVELOPMENT

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ABSTRACT

Influencer marketing is widely regarded as one of the most effective strategies for expanding a business's client base, enhancing its authority within a specific industry, and establishing oneself as a thought leader in a particular field. This approach involves leveraging the prominence of an individual within an organization to elevate the overall profile and reputation of the business. Influencers often utilize their position and network to launch their own ventures or provide consulting services. However, influencer marketing goes beyond merely capitalizing on someone's reputation to drive sales. Its primary focus lies in establishing a person as a trustworthy authority in their area of expertise and shaping the conversations surrounding a specific topic.

So, what exactly is influencer marketing if it's not solely about exploiting an individual's position to increase sales or generate leads? How does one become influential? And how can promotional efforts be designed to resonate with industry influencers?

Key Words: Influencers marketing, Mega, Macro, Micro & Nano influencers,

INTRODUCTION

A decade ago, only a small number of devoted bloggers and famous people participated in influencer marketing. Influencers on social media have since emerged and flooded the market. And even though the size of their fan bases may vary, these influencers are powerful. Their closely knit communities encourage sincere connections, which increases trust and participation. Nevertheless, dealing with digital producers and influencers requires organisations to follow a well-defined procedure on developing a successful influencer marketing plan, and common pitfalls to avoid.

CONCEPT OF INFLUENCER MARKETING

Influencer marketing, at its core, is a form of social media promotion that relies on recommendations and mentions of products from influencers, or people who have a sizable social following and are recognised as authorities in their field. Because social influencers have such a high level of trust among their followers, influencer marketing is effective. Additionally, the endorsements they give act as social proof for future clients of your brand.

NOVEL BUSINESS STRATEGIES: SUCCESS TOOLS FOR BUSINESS DEVELOPMENT

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ABSTRACT

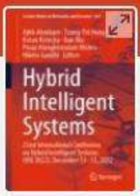
In the highly competitive global marketplace, businesses must continually adapt to changing market conditions and innovate to stay ahead of their competitors. The ability of a company to create and implement cutting-edge business plans that spur expansion and improve profitability is one of the most important variables that determines its success. This chapter highlights the benefits of novel business strategies, including their ability to help businesses identify new opportunities for growth, optimize existing operations, and differentiate themselves from their competitors. The ability to identify untapped markets and new customer segments can drive revenue growth and enhance profitability, while optimization of operations can identify cost-saving opportunities and improve efficiency. Novel business strategies also help businesses to maintain a competitive advantage by continually innovating and staying ahead of the curve. This chapter concludes that novel business strategies are a critical success tool for businesses in the highly competitive global marketplace. Companies that prioritize the development and implementation of novel business strategies are likely to achieve long-term success and sustain profitability. In order to keep ahead of their rivals and succeed in the constantly changing business environment, organisations must continuously examine their tactics and adopt a fresh approach.

Keywords: Novel Business Strategies, Business Development, Strategy, Business Growth, Competitive Advantage

INTRODUCTION

To compete in the market and keep ahead of the competition, businesses are continuously working to create new tactics. The term "novel business strategies" describes creative methods that organisations might employ to enhance their goods, services, and general operations. These strategies can help businesses to increase their market share, enhance their profitability, and gain a competitive edge. This chapter discusses the importance of novel business strategies and explore some success tools that businesses can use to develop and implement them. Novel business strategies are innovative approaches that businesses can use to achieve their goals and stay competitive in the market. These strategies involve developing new ideas, processes, and approaches that differ from traditional business practices. Novel business strategies can help businesses to differentiate themselves from their competitors, improve customer satisfaction, and increase profitability.

Success tools are critical for developing and implementing novel business strategies. These tools include market research, customer feedback, innovation, strategic partnerships, social media, business



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Cardiac Anomaly Detection Using Machine Learning

B. Naseeba, A. Prem Sai Haranath, Sasi Preetham Pamarthi, S. Farook, B. Balaji Bhanu & B. Narendra Kumar Rao

Conference paper | First Online: 25 May 2023

Part of the Lecture Notes in Networks and Systems book series (LNNS,volume 647)

Abstract

The heart is an essential organ in the human body. It can be attributed to birth problems, heredity, or may even be due to our health routine. Therefore, it has become exceedingly tough for healthcare practitioners to detect and anticipate cardiovascular problems at an early stage considering several criteria such as an aberrant pulse rate or excessive BP. Which has resulted in a desperate need for an effective and reliable technique to detect them,

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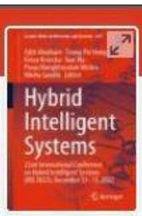

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Sentiment Analysis from TWITTER Using NLTK

Nagendra Panini Challa, K. Reddy Madhavi, B. Naseeba, B. Balaji Bhanu & Chandragiri Naresh

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Part of the Lecture Notes in Networks and Systems book series (LNNS,volume 647)

Abstract

In the present generation, Social networking sites like Twitter, Face book play a important role for communication. Twitter is one of the Blogging platform with numerous data quantity used as an insight in various functional operations of Sentiment Analysis, elections, reviewing, market, etc. The main intension of the tweet based sentiment analysis is the ability to assess good, pessimistic, or nonpartisan opinion part in the tweet information. Tweet sentiment analysis can assist any association with tracking down individuals' assessments of their organization and items. In this paper, we have applied feeling investigation on twitter informational collection. Our model takes input tweet, feeling, and result chosen text

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Intelligent Computing and Applications pp 127–133 | Cite as

Automated Detection of Skin Lesions Using Back Propagation Neural Network

Nagendra Panini Challa, A. Mohan, Narendra Kumar Rao, Bhaskar Kumar Rao, J. S. Shyam Mohan & B. Balaji Bhanu

Conference paper | First Online: 14 November 2022

Part of the Smart Innovation, Systems and Technologies book series (SIST,volume 315)

Abstract

Many skin diseases impact our human body in a drastic way. Many skin related problems exist but this paper focuses on skin lesions which has an abnormal growth when compared to its surrounding skin. The diagnosis is analyzed using neural networking (NN) model where data preprocessing, skin texture identification and classification is performed using support vector machine (SVM) method for skin disease dataset. The results obtained specify that good accuracy 93% is achieved by reducing the data loss.

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in Association with SOLETE

Dr. B. Balaji Bhanu
Head, Dept. of Electronics
Andhra Loyola College (Autonomous)
Organizing Secretary, ICESET-2023

MESSAGE

As the organising secretary of the 'International Conference on Emerging trends in Science, Engineering and Technology' (ICESET–2023), I am delighted to welcome all the participants, delegates, keynote speakers, resource persons, scholars, practitioners and my beloved students to this prestigious event.

Our conference has brought all of us together from around the world to exchange ideas and explore the latest advancements in the fields of science, engineering and technology.

Over the course of the conference, we will be hosting a series of keynote lectures, plenary sessions, and panel discussions, all designed to promote interdisciplinary research and development. This is an excellent opportunity for all attendees to present their research, network with their peers, and establish fruitful collaborations that could pave the way for future breakthroughs in the field.

Our conference will cover a broad range of topics, including emerging trends in science, engineering, and technology, as well as the latest research in various sub-disciplines. We have a diverse range of speakers each of whom brings unique insights and perspectives to the discussion.

As the Organizing Secretary, my team and I have worked tirelessly to ensure that this conference is a resounding success. I hope that you find this conference informative, engaging, and a great opportunity to connect with your peers from around the world. We have taken great care to ensure that all participants have a productive and enriching experience.

I would like to take this opportunity to thank all of our speakers, participants for their valuable contributions to this conference and college management for their encouragement and constant support. I appreciate our colleagues for their cooperation & involvement in organizing this 3-day conference successfully and students for their active participation. I express my gratitude to the support staff whose functioning means a lot for the smooth conduct of the conference.

Once again, welcome to the International Conference on Emerging Trends in Science, Engineering, and Technology.

Date: 20th February 2023

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Abstracts

International Journal for Innovative Engineering and Management Research
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Leveraging Digital Disruption with AI and IoT Technologies

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Abstract:

A strong foundation in emerging technologies such as Artificial Intelligence (AI), Internet of Things (IoT), cloud computing, and data analytics is essential to keep pace with digital disruption. Whereas AI and IoT are transforming the digital life of individuals by offering new ways to interact with technology. AI can analyze large amounts of data and provide insights and predictions, enabling smarter decision-making and personalized experiences. IoT connects devices and appliances to the internet, allowing for remote monitoring and control. This creates new opportunities for automation and optimization, making everyday tasks easier and more efficient. However, these technologies also raise concerns about privacy and security, as personal information is being collected and stored in the cloud. It's important for individuals to be aware of these issues and take steps to protect their digital privacy. The integration of AI and IoT have the potential to greatly improve the lifestyle of individuals by making their daily tasks more efficient and convenient in Smart home automation, Health and wellness, Improved accessibility, Smart assistants, E-commerce and online shopping, Transportation, Energy management etc. IoT and AI technologies are playing a major role in the leveraging digital disruption of our lives, transforming the way we live, work, and interact with each other. By leveraging the power of these technologies, individuals and organizations can enhance their decision-making, improve their operations, and create a more connected, automated and efficient world.

Keywords: IoT, AI, smart technologies, automation.

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Bluetooth Based Home Automation System Using a Microcontroller

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Abstract
Because we live in the 21st century, where automation plays a significant role in nearly every aspect of modern life, When it comes to industrial automation, the idea is applied to huge equipment or robots that aid in boosting productivity, energy efficiency, and time efficiency. Home automation, on the other hand, involves automating the living space. Due to our widespread usage of smart phones and the internet, this is achievable. Home automation can be further divided into two categories: one that only controls appliances from a distance using a smart phone, and another with sensors and actuators that uses a "Smart" system to control lights, temperature, door locks, electronic devices, electrical appliances, etc. The main goal of this project is to create a home automation system that can be remotely managed by any Android OS phone utilising a Microcontroller board with Bluetooth. As technology develops, homes also get smarter. The traditional switches in modern homes are rapidly giving way to centralised control systems with remote-controlled switches. At the moment, traditional wall switches scattered throughout the house make it challenging for the users to operate them all the way by physically making them to operate. But in case of the elderly or disabled people it becomes more difficult to do so. With smartphones, a remote-controlled home automation system offers the most cutting-edge solution. At the transmitter end, a GUI application on the mobile phone transmits ON/OFF orders to the receiver where the Bluetooth module is interfaced to the Microcontroller board at the reception end to achieve this different appliances are related. Through this technique, the loads can be remotely turned on or off by tapping the designated area of the GUI.

Keywords: Bluetooth Wireless Technology, Smart phones, Microcontroller Uno, Android Device, home automation.

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Basic Functionalities of Quantum Computing

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Abstract
With a wide range of potential uses and ramifications for businesses and markets, quantum computing has the potential to be the next disruptive technology. Superposition and entanglement are two aspects of quantum physics that quantum computers use to encode data and conduct operations on it. Quantum computers are able to answer very precise, difficult problems much more quickly than conventional computers thanks to both of these principles. The hardware, system software, and application layers of a quantum computer are briefly described in this fundamental against this background. We also discuss prospective applications for quantum computing as well as future lines of inquiry for the study of information systems.

Keywords Quantum computing, Quantum physics, Cloud computing, Emerging technology, Information systems

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Loyola Electronics Department (L E D)

The department of Electronics was established in the academic year 1989 in Andhra Loyola College with a mission to educate the students for a career of leadership and innovation in Electronics & related fields. To expand the base of electronics knowledge and developing technology to serve the needs of society. The department has been revising and updating the course contents and laboratory facilities from time to time keeping pace with changes in technology and in meeting the growing needs of the industry. In this regard the department has been organizing workshops, seminars, hands on training programs, industrial educational tours and science expos in every academic year. At present the department is running two courses namely B.Sc. Electronics and B.Sc. Electronics Technology.


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