LIST OF INVITED SPEAKERS

Name- Prof. Riyaz Ahmad Khan
Designation- Senior Lecturer -Preparatory Studies
Centre-Mathematics and Computer Skills Unit
Affiliation- University of Technology and Applied Sciences – NIZWA, Oman

Name- Dr. Shailesh Srivastava
Designation- Associate Professor
Department of Zoology
Affiliation- Shia P.G. College, Lucknow, Uttar Pradesh

Name- Dr. Upendra Kumar
Designation- Assistant Professor,
Department of Computer Science and Engineering
Affiliation- IET (Institute of Engineering & Technology),
Lucknow, Uttar Pradesh

Name- Ms. Bhavna Pathak
Designation- Media Literacy Expert
Affiliation- Founder: Media Dictionary Initiative

PROGRAMME SCHEDULE

Day 1, 27 June 2024	
10:00 AM- 10:30 AM	Inaugural Session
10:30 AM –11:30 AM	Speaker 1
11:30 AM – 12:30 PM	Break
12:30 PM – 02:00 PM	Technical Session
Day 2, 28 June 2024	
10:00 AM- 11:00 AM	Speaker 1
11:00 AM –12:00 PM	Break
12:00 PM – 02:00 PM	Technical Session
Day 3, 29 June 2024	
10:00 AM- 11:00 AM	Speaker 1
11:00 AM –12:00 PM	Speaker 2
12:00 PM – 12:30 PM	Break
12:30 PM – 02:30 PM	Technical Session
02:30 PM – 03:00 PM	Valedictory Session

MANAGING BOARD

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Dr. S.P. Singh
General Manager,
Lucknow Public College of Professional Studies, Lucknow

Patron
Ms. Garima Singh
Director, LPCPS

Copatron
Prof. Anil Singh
Principal, LPCPS

Convener
Prof. (Dr.) Laxmi Shankar Awasthi
Dean Academics, LPCPS

Co-Convener
Dr. Anand Kumar Rai
Associate Professor & HOD
(Department of Computer Science)
Mob: 9453302061

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(Department of Computer Science)
Dr. Abhay Shanker Pandey
(Department of Science)
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(Department of Management)

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(Department of Commerce)

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(Department of Commerce)
Mr. Akhileshwaro Nath
(Department of Management)

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LUCKNOW PUBLIC COLLEGE
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THREE DAYS
INTERNATIONAL CONFERENCE
ON
RESEARCH AND TECHNOLOGICAL INNOVATIONS
IC-RTI (2024)

Organized by
Internal Quality Assurance Cell (IQAC)
LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES (LPCPS)
(Affiliated to University of Lucknow, Lucknow, U.P., India
VinamraKhand, (Near Kathauta Lake) Gomti Nagar, Lucknow

Date: June 27-29, 2024

Time: 10:00 AM onwards

THREE DAYS INTERNATIONAL CONFERENCE

ON

RESEARCH AND TECHNOLOGICAL INNOVATIONS

IC-RTI (2024)

Organized by

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Vinamra Khand, (Near Kathauta Lake) Gomti Nagar, Lucknow

Date: June 27-29, 2024 Time: 10:00 AM onwards

THEME OF THE CONFERENCE

The Theme of INTERNATIONAL CONFERENCE ON RESEARCH AND TECHNOLOGICAL ADVANCEMENT underscores the imperative to harness cutting-edge research and technology to address contemporary challenges and drive sustainable development across various domains. The conference aims to facilitate discussions on the latest advancements, promote interdisciplinary collaboration, and explore avenues for leveraging technology to achieve enduring progress in diverse fields.

This conference often attracts renowned experts as speakers, providing attendees with the opportunity to learn from leaders in the field. This exposure to diverse perspectives can inspire new ideas and approaches, fostering innovation. Moreover, participation in conferences enhances visibility within the academic and industrial communities, potentially leading to collaborative research initiatives and partnerships.

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

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Organizing Secretary

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Dr. Abhay Shanker Pandey (Department of Science)

Ms. Saloni Agrawal (Department of Management) Joint Secretary

Ms. Rashmi Sachan

(Department of Commerce) Organizing Committee Ms. Gaurvi Shukla

(Department of Computer Science)

Ms. Priyanka Singh (Department of Arts)

Ms. Sweety Jain (Department of Commerce) Mr. Rahul Singh (Department of Commerce)

Mr. Akhileshwaro Nath (Department of Management)

Dr. Taru Gupta (Department of Management)
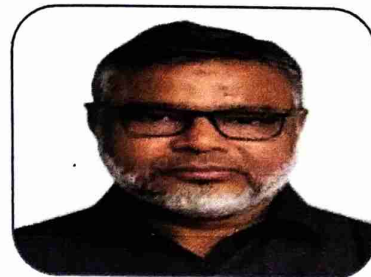
Mr. Mohit Kumar Maurya (Department of Commerce)

LIST OF INVITED SPEAKERS

Name- Prof. Riyaz Ahmad Khan

Designation- Senior Lecturer -Preparatory Studies Centre-
Mathematics and Computer Skills Unit Affiliation- University of
Technology and Applied Sciences – NIZWA, Oman

Name- - DR. Shailesh srivastava

**Associate Professor Department of Zoology
Affiliation- SHIA PG COLLEGE**

Name- Dr. Upendra Kumar

Designation- Assistant Professor, Department of Computer
Science and Engineering
Affiliation- IET (Institute of Engineering & Technology),
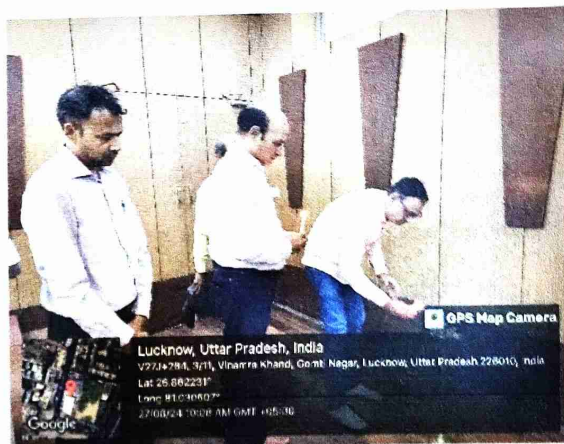Lucknow, Uttar Pradesh

Name- Ms.Bhavna Pathak

Designation- Assistant Professor, University of Delhi

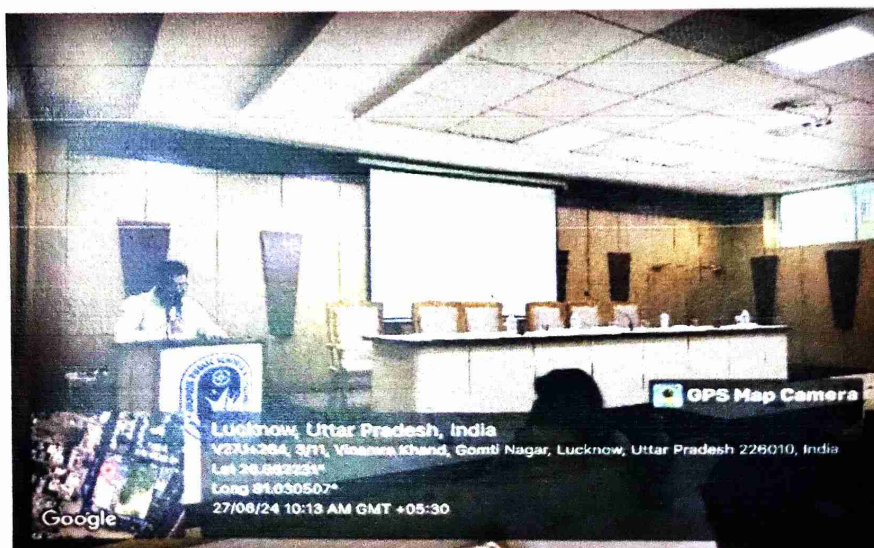**Media Literacy Expert & Founder:** Media Dictionary Initiative

Principal
Lucknow Public College of Professional Studies
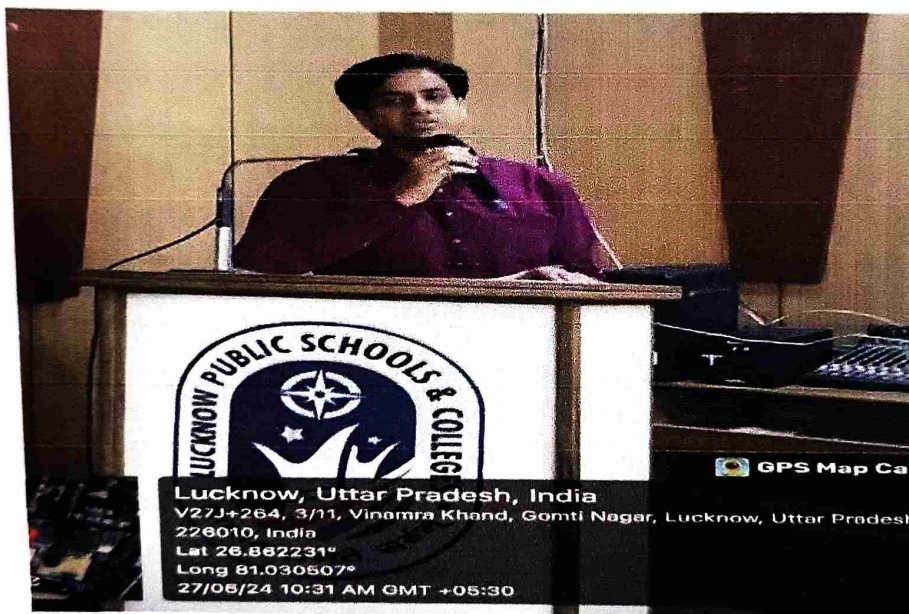Vinamra Khand, Gomtinagar, Lucknow

DAY -1

Prof. (Dr.) Laxmi Shankar Awasthi , (Dean Academics) said that at this inaugural session, I feel extremely glad to welcome everyone to this much-awaited International conference in june 2024. it gives me immense pleasure to be standing in front of you all, i.e. amongst the most esteemed Faculties who have won accolades in their respective fields. Before we kick start the conference, I would like to express my gratitude towards you all who sincerely contributed to this event in order to make it a success. This wouldn't have been possible without the support of each and everyone present here. In today's conference, our Hon'ble guests would like to shift their focus to our youths, particularly volunteers who work relentlessly towards the common goals, i.e. empowering the youth of our country and spreading awareness about the issues that concern us in contemporary times.

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Prof. Riyaz Ahmad Khan was telling in his topic **"Modern Trends in Mathematics"** The latest trends in mathematics research include digital technology, innovative teaching methods, the impact of mathematics education on student achievement, inquiry-based learning, games and gamification, and equity, diversity, and inclusion . The research published in the Journal of Mathematics Education in the last five years showed trends such as the use of experimental methodology, dominance of teaching strategies research, focus on primary and middle school students, and the use of achievement as a dependent variable . There is a significant body of research on technology-enhanced mathematics education, with a focus on the types of empirical interventions and the ways in which digital tools are being employed . Current research on mathematics education also addresses issues such as arithmetic skills, visualization, assessment problems, affective preconditions of mathematics learning, and the views and knowledge of mathematics educators

Dr. Hari Mohan Saxena was talking in his topic on " Digital marketing strategies & analytics: a comprehensive literature review" he said Strategic decisions require the use of analytics and big data technologies. Previous studies has focused on big data applications, ethics, benefits, drawbacks, and analytical viewpoints, among other things. The goal of this study is to conduct a comprehensive literature assessment in these areas and to fill any research gaps on the impact of big data analytics on digital marketing approaches. We attempted to cover as many as 200 articles, news, publications, and other portals to investigate studies conducted from the past to the present. As a result, this study evaluated the current literature on big data applications and discovered that digital marketing is a vast sector in which big data has a considerable influence on the creation of digital advertising strategies and how advertising is influenced by big data. Using the greatest big data applications, according to past research, can assist selected organizations in overcoming severe limits during one of the world's most catastrophic pandemics.

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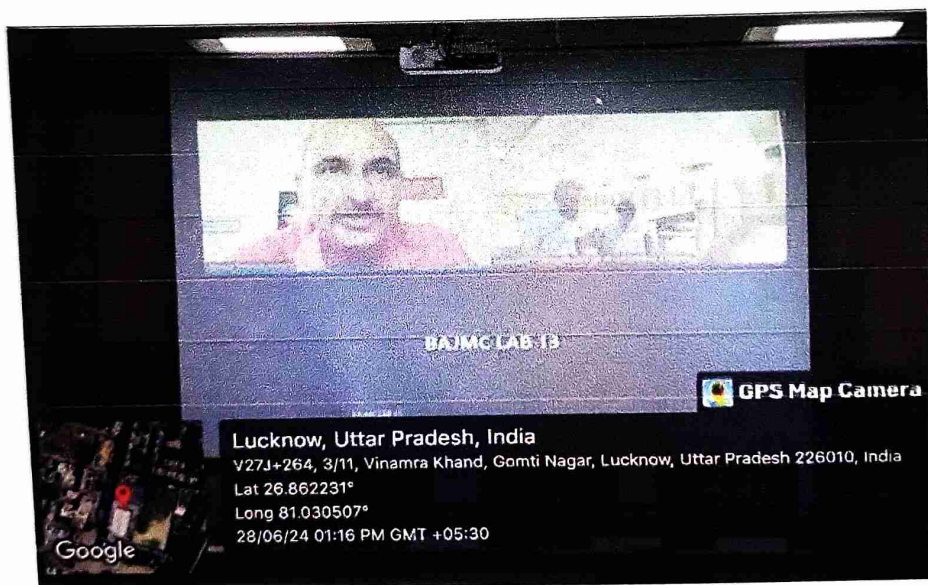Long 81.030507°
27/06/24 11:47 AM GMT +05:30

Dr. Imranur Rehman was talking about his topic "The Study of the Impact of Artificial Intelligence on Personality and Academic Achievement of Students " He said The integration of artificial intelligence (AI) into education has significantly impacted students' academic performance. Studies show that college students are eager to use AI tools to enhance their learning outcomes. AI in education aims to improve teaching, learning, and decision-making processes, showcasing its potential to enhance student assistance and management technologies. The rise of AI in education has become crucial, with initiatives aiming to prepare students for an AI-driven future, as seen in India's educational system.

Day - 2

GPS Map Camera

Lucknow, Uttar Pradesh, India
V27J+264, 3/11, Vinamra Khand, Gomti Nagar, Lucknow, Uttar Pradesh
226010, India
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Long 81.030507°
28/06/24 10:44 AM GMT +05:30

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Dr. Shailesh Srivastava was talking about his topic "Liver Disease in India- An Ongoing Epidemics" He said that India contributes to a staggering 20% of global deaths due to liver disease. The cultural-lifestyle transition in the country has created conditions for the increasing prevalence of liver disease. Poor dietary choices, alcohol habits, and sedentary lifestyles have exacerbated the situation. Nearly one-fourth of the adult population in India is either overweight or obese and at risk for Fatty Liver Disease. Chronic Liver Disease in India often presents late in its clinical course, frequently when decompensation has already set in. In India, the Hepatitis B Virus (HBV) is the most prevalent cause of Chronic Liver Disease (CLD), including cirrhosis and hepatocellular carcinoma (HCC). However, alcohol consumption is rising quickly and is beginning to overtake HBV as the main cause of CLD. Along with a growing body fat index and diabetes incidence, NAFLD (Non-Alcoholic Fatty Liver Disease) burden continues to increase. India is a vast country, and the regional variations in the root causes are notable. The highest HBV prevalence is found in parts of the North-East, East, and South of India, while the highest HCV prevalence is found in parts of the North and East of the country.
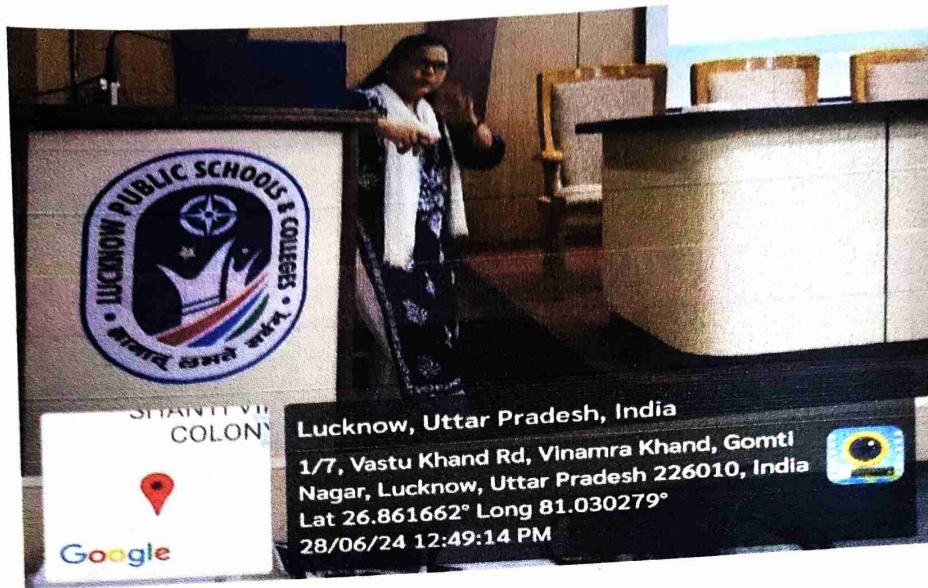

Dr. Karuna Shankar Awasthi was talking about his topic "Integration of AI and Machine Learning for Efficient Edge Computing" He said that Artificial Intelligence and Machine Learning for Predictive and Analytical Rendering in Edge Computing focuses on the role of AI and machine learning as it impacts and works alongside Edge Computing. Sections cover the growing number of devices and applications in diversified domains of industry, including gaming, speech recognition, medical diagnostics, robotics, and computer vision, and how they are being driven by Big Data, Artificial Intelligence, Machine Learning and distributed computing, may it be Cloud Computing or the evolving Fog and Edge Computing paradigms
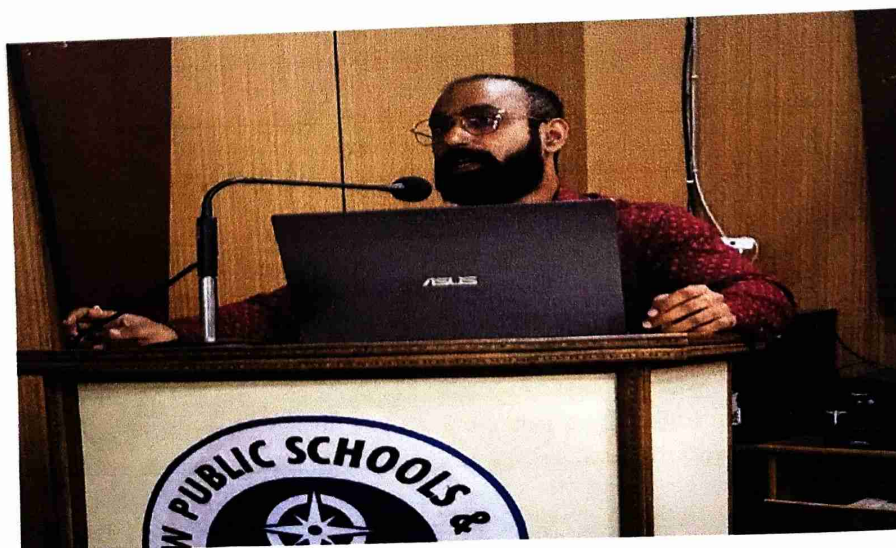
Ms. Priyanka Singh was talking about her topic "Audience Engagement Strategies in Digital Journalism" In today's evolving digital environment, audience engagement is becoming not only a buzzword, but the key pillar of successful marketing and public relations (PR) campaigns. It's more than just interaction, it's about cultivating genuine connections and actively engaging people across a variety of digital platforms
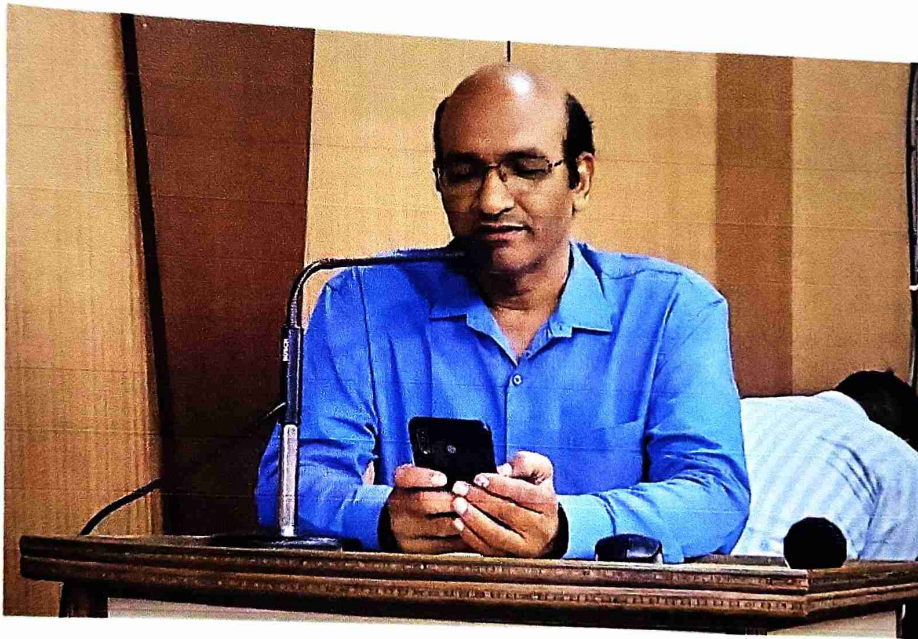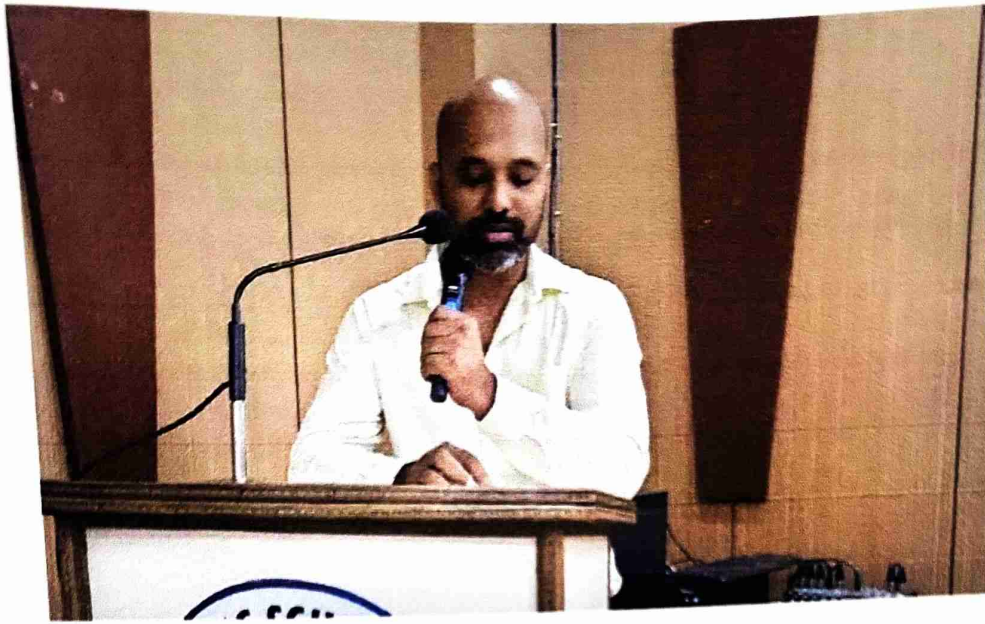
DAY- 3

MR. Reshabh Dev was talking about his topic on "Residents' perception of religious tourism in the upliftment, creation, and extension of urban Megacities: (with special reference to Ayodhya and Varanasi)" He said that Ayodhya, a sacred city in India, is steeped in rich history and religious significance. Known as the birthplace of Lord Rama, Ayodhya attracts millions of devotees from around the world. The city is dotted with ancient temples, ghats, and religious sites that showcase its cultural heritage. Ayodhya is also home to the iconic Ram Janmabhoomi, a site that holds immense emotional and religious importance for Hindus. Visitors can explore the vibrant markets, savor delectable local cuisine, and partake in various cultural activities during their visit. With its spiritual aura, Ayodhya is a must-visit destination for those seeking solace, enlightenment, and a deeper connection to Indian mythology and spirituality.

Dr. Anand Kumar Rai was talking about his topic "Unlocking the Potential of AI in Forensic Science" He said that Artificial intelligence not only imitates the human brain but is likely more advanced and prudent when it comes to the field of law. Recently, there are many instances where AI was used by law enforcement agencies such as for surveillance at the Ram Temple in Ayodhya. After which Ahmedabad became the first city to get AI-linked surveillance systems. However, in the most acknowledged manner, AI was used to solve the blind murder case, whereby restructuring the face of the murder victim using the facial recognition process the perpetrators were apprehended. Similarly, in the present times, where AI is overtaking all the possibilities, it becomes essential to evaluate the potential of AI in the field of forensic science and to analyze the positive and negative outcomes through which crime solving becomes faster and more accurate.

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Mr. Shivendra Pratap Singh was talking about his topic " A Study on the Employment of Graduates in Higher Education" Based on analysis of four surveys conducted during the time period of 2003-2009, He said this paper examines basic characters and changes in college student employment trends under new circumstances triggered by the current global financial crisis. The data shows that the crisis has negatively influenced the growth of student employment and has aggravated the already serious imbalance of supply and demand in the Chinese job market for university graduates. Shifts in economic growth structures caused by the financial crisis have decreased demands in the job market for university graduates. Although Chinese government carried out a series of reforms aimed at promoting employment for university graduates, their individual preferences about work options and tendencies of choosing location have not been noticeably changed. This is due to the significant imbalance of socioeconomic development among geographical regions, urban and rural regions, as well as labor market segmentation.
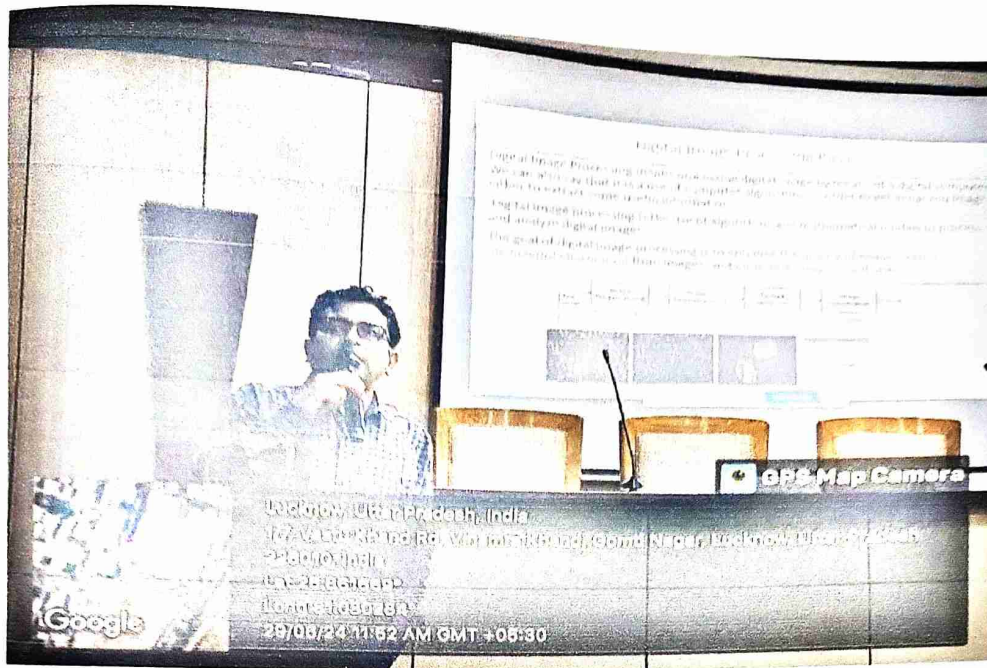
Dr. Lav Srivastava was talking about his topic "Emerging Trends in Apparel Consumption: A Systematic Review of Collaborative Models ". He said that The purpose of this paper is to identify key aspects of business model development for sustainable apparel consumption, as actors show an increasing interest in product-service systems. This purpose should be seen from a retailer's perspective so as to develop sustainable solutions for long-term survival in the apparel industry when meeting consumer preferences for fashion as well as an increasing interest in consuming less. Further, this is from a perspective in an economy where sharing and circularity are potential drivers for changing consumer patterns.
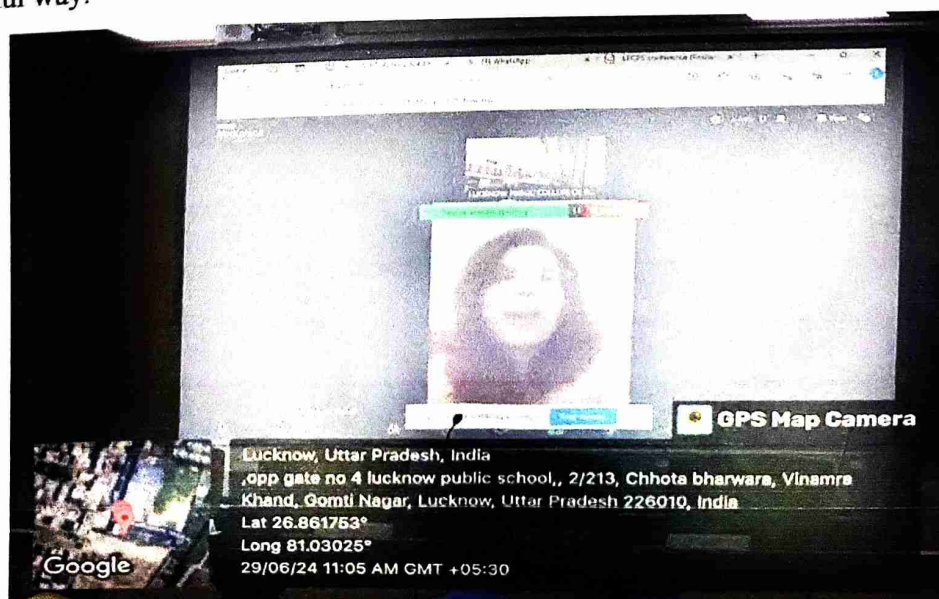

Mrs. Aanchal Nigam Verma was talking about his topic Algorithmic Cryptocurrency Trading: Leveraging Al for Optimal Returns Crypto trading algorithm strategies can be incredibly useful for helping you make money off of your investment. Additionally, it can relieve a lot of the pressure, monotony, and tension that would have been required if you had to complete everything manually from scratch. But as we've seen in the manual, these trading strategies don't operate in a "one-size-fits-all" manner. Instead, you must carefully consider them to choose a strategy that satisfies all of your needs. Cryptocurrency trading is nevertheless rife with dangers and hazards, much like trading in stocks and commodities. Therefore, market aficionados must create tactics that can make trading exciting and secure at the same time if they want to reap the long-term rewards of cryptocurrency trading. Let's start by reviewing some methods that can provide you with favorable results.
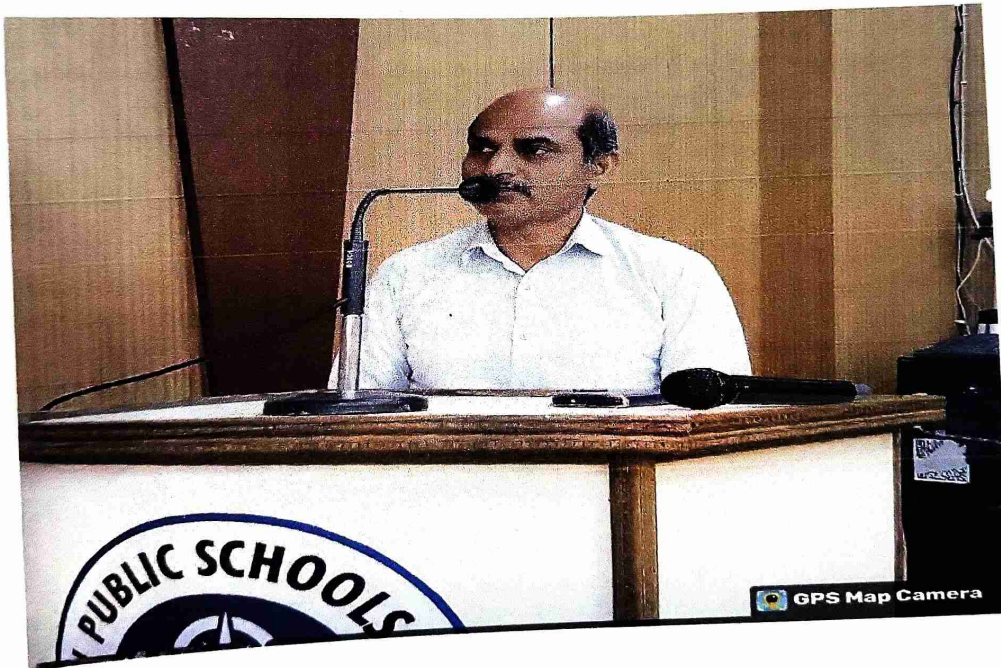
Dr. Upendra Kumar was talking about his topic "Advanced Concepts of Digital Image Processing" He said Digital Image Processing means processing digital images by means of a digital computer. We can also say that it is a use of computer algorithms, in order to get enhanced images or to extract some useful information. Digital image processing is the use of algorithms and mathematical models to process and analyze digital images. The goal of digital image processing is to enhance the quality of images, extract meaningful information from images, and automate image-based tasks. Image acquisition: This involves capturing an image using a digital camera or scanner, or importing an existing image into a computer. Image enhancement: This involves improving the visual quality of an image, such as increasing contrast, reducing noise, and removing artifacts. Image restoration: This involves removing degradation from an image, such as blurring, noise, and distortion. Image segmentation: This involves dividing an image into regions or segments, each of which corresponds to a specific object or feature in the image. Image representation and description: This involves representing an image in a way that can be analyzed and manipulated by a computer, and describing the features of an image in a compact and meaningful way.

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Ms. Bhawna Pathak was talking about her topic "Need for Media Literacy in the Age of Information Abundance" The Role of Media Professionals in exploring digital spaces has been pretty much limited up to now..that's my personal opinion. We have been trying to fit in our old content into present technology- and have not yet mastered the digital space as yet. Although there are a variety of innovative ideas and startups – these are not on the scale seen in the Technology sector. Beginning with understanding IT rules laws and regulations. We need to go back to basics and make people rely upon us not only for news but for a correct and valued opinion on the net. Media professionals need to widely participate and contribute in digital spaces, not just report .. they need to drive the innovations and adaptations to the technology platforms they are using. One of the best techniques to promote digital literacy is to Set up Virtual communities and online support platforms that are professionally and ethically handled.
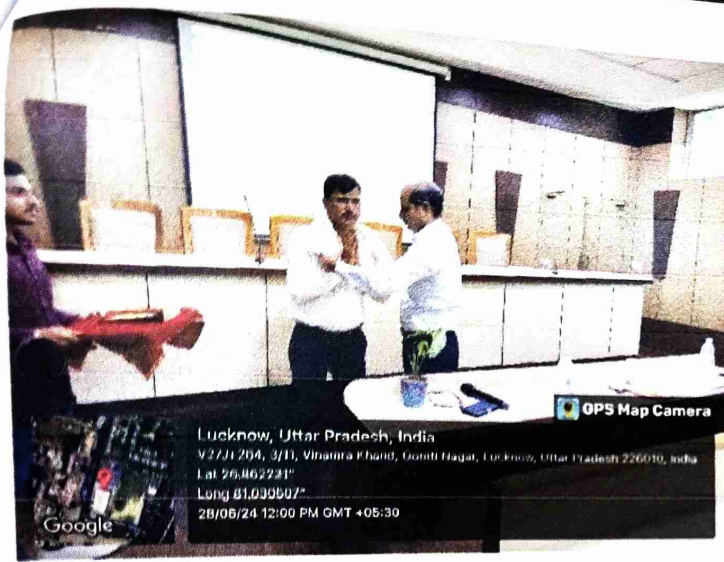

Prof. (Dr.) Laxmi Shankar Awasthi was talking about his topic "Smart Cities: Technological Innovations for Urban Sustainability "He said The purpose of the paper is to clarify the relationship between sustainability-oriented innovations (SOI) and smart city development based on the systematic review of existing literature in the field. As an outcome of the review process, 159 articles were carefully selected for the in-depth analysis of the inter-linked concepts of smart city and sustainability-oriented innovations. The results show a growing trend of research papers in this field, especially in the last five years. The findings show the significance of a systemic multi-dimensional view of innovations for the smart sustainable development of cities

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Valedictory Session on Successful Conduction of International Conference
(Group Photographs)

Lucknow, Uttar Pradesh, India
V27J1264, 3/11, Vinamra Khand, Gomti Nagar, Lucknow, Uttar Pradesh 226010, India
Lat 26.86222°
Long 81.030607°
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Lucknow, Uttar Pradesh, India
1/7, Vastu Khand Rd, Vinamra Khand, Gomti Nagar, Lucknow, Uttar Pradesh
226010, India
Lat 26.86162°
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29/06/24 02:23 PM GMT +05:30

Lucknow, Uttar Pradesh, India
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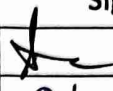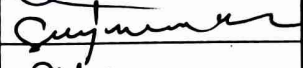## THREE DAYS INTERNATIONAL CONFERENCE ON RESEARCH AND TECHNOLOGICAL INNOVATIONS IC-RTI (2024)

Attendance Sheet

Date-27,28,29 september 2024

S.No	Name of Participant	Designation	Signature
1	Mr. Reshabh Dev	Scholar	Reshabh
2	Prof. (Dr.) Laxmi Shankar Awasthi	A. Prof.	Laxmi
3	Dr. Amit kumar Bajpai	A. Prof.	Amit j
4	Dr. Anand Kumar Rai	A. Prof.	A. K. Rai
5	Prof. Riyaz Ahmed Khand	A. Prof	Riyaz
6	Dr. Shailesh Srivastava	A. Prof.	Shailesh
7	Dr. Upendra kumar	A. Prof.	Upendra
8	Ms. Bhavna Pathak	Scholar	Bhavna
9	Ms. Mohini Gupta	Scholar	M Gupta
10	Dr. Hari Mohan Saxena	A. Prof.	Hari
11	Dr. Sameer khan	A. Prof.	Khan
12	Shailendra Singh Bisht	Student	Bish
13	Madhuri Tiwari	Student	Madhuri
14	Upendra Kumar	Student	Upendra
15	En. Rohit Singh	A. Prof	Rohit
16	Upendra Kumar	Student	Upendra
17	Manju Bhaardwaj	Student	Manju
18	Ms. Saloni Agarwal	A. Prof	Saloni
19	Ms. Rashmi Sachan	A. Prof.	Rashmi s
20	Seema Shukla	Student	Seema
21	Dr. Karuna Shankar Awasthi	A. Prof	Kumar
22	Dr. Aanchal Praween	A. Prof.	Aachal
23	Deepak Kumar Verma	Student	Deepak
24	Neha Singha	Student	Neha
25	Dr. Imardrur Rehman	A. Prof	Imaramer
26	Ekta Yadav	Student	Ekta
27	Ms. Priyanshu Singh	Student	Singh
28	Mrs. Akileshwar Nath	Student	Avath
29	Mr. Saurabh Srivastav	Student	CSrvbhi
30	Dr. Daya Shankar Kananjia	Scholar	Kumar
31	Mr. Rahul kumar Singh	Scholar	Rahul
32	Ms. Shivendra Pratap Singh	Scholar	S. P. Singh
33	Ms. Aanchal Nigam Verma	Scholar	Aanchal
34	Dr. Nripendra Singh	A. Prof	Nripendra
35	Mr. Mohit Kumar Maurya		M. Maurya.

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THREE DAYS INTERNATIONAL CONFERENCE ON RESEARCH AND TECHNOLOGICAL INNOVATIONS (IC-RTI - 2024)

Attendance Sheet

Date-27,28,29 June,2024

S.No	Name of Participant	Signature
1	Dr. Tam Coupk	
2	Chetan Khanna .	Chetan
3	Dr. Lav Seivastava	Lav.
4	Mr Neeraj humee Singh	
5	Ms Sanjane Singh	
6	Er. Shivam Protap Singh Chaudhar	
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