



LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES

LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

Ref.: LPCPS/PRINCIPAL/23-24/04/01

Date: 24.04.2024

NOTICE

This is to inform all the faculty members that Research and Project Development Committee is organizing three days International Conference on:

Topic: Three Days International Conference on Research and Technological Innovations IC-RTI (2024).

Date: June 27-29, 2024

Time: 10:00 AM onwards.

Venue: Conference Hall of the College.

Interested faculty members of LPCPS and other colleges and Research scholars can register through Google Registration Form by following the link: -
<https://forms.gle/fy8awmxtce67rWYg7>

For further details kindly refer to the brochure attached with this notice.

You can also contact **Dr. Anand Kumar Rai (9453302061/8787224265)**, Deputy Head of **Research and Project Development Committee.**

Dr. Anil Singh,
Principal, LPCPS

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

Copy to:

- Director, IQAC
- Dean Academics
- HOD(s): All Departments
- Academic Coordinator(s)
- All faculty members
- All notice Board

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

Chief Patron
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

Organizing Secretary
Dr. Karuna Shankar Awasthi
 (Department of Computer Science)
Dr. Abhay Shanker Pandey
 (Department of Science)
Ms. Saloni Agrawal

(Department of Management)
Joint Secretary
Ms. Rashmi Sachan
 (Department of Commerce)

Organizing Committee
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 (Department of Computer Science)
Mr. Neeraj Singh
 (Department of Arts)

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



LPCPS
 LUCKNOW PUBLIC COLLEGE
 OF PROFESSIONAL STUDIES



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

Handwritten signature

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

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. This conference covers a wide range of subjects, including but not limited to:

Important Areas:

- Collaborative Research Initiatives: Best Practices and Case Studies
- Commercialization of Research: From Lab to Market
- Renewable Energy Technologies and Sustainable Development
- Materials Science Innovations: From Design to Manufacturing
- Artificial Intelligence and Machine Learning: Recent advances and application
- Quantum Computing: Theory and Practical Applications
- Edge Computing and Internet of Things
- Computer Vision and Image Processing
- Journalism in the Age of Social Media
- Mobile Journalism: Reporting on the go
- Audience Engagement Strategies in Digital Journalism
- Digital Marketing Strategies and Analytics
- Leadership in the Digital Age: Navigating Change and Uncertainty
- Consumer Behaviour Analysis in Online Commerce

ABOUT THE ORGANIZING CITY

Lucknow is the capital of Uttar Pradesh, also known as the 'Golden City of the East', is situated on the banks of river Gomti. It is fondly called the 'City of Nawabs' and famous for its 'Tehzeeb'. Lucknow has various monuments and historical feel attached to it. The city is extremely popular for Chicken and Zardozi embroidery work. Its literacy rate is much higher than what it is in the rest of the state too. All this has ensured its prominence as a center of business and industry, education and research as well as tourism.

ABOUT THE ORGANIZING INSTITUTION

Lucknow Public College of Professional Studies, Lucknow, established in 2009, is a private and multidisciplinary college, affiliated to University of Lucknow, situated at prominent and approachable location at Vinamara Khand, opposite Kathauta Lake, Gomtinagar, Lucknow. The college was established under the aegis of Lucknow Public Educational Society, A-Block, Rajajipuram, Lucknow.

VISION

Excellence for all, Excellence from all is the epitome of our academic eco-system. In a caring and positive environment, the college provides education to enrich its students to manifest their full potential, to achieve high standards of excellence in academic society, research and hands on projects as well as in supportive areas of physical, cultural and social development, inculcating civic and human values.

MISSION

To nurture individual talent to optimize their full potential and to inculcate professional, social and cultural values through holistic approach by providing world class education. LPCPS is one of the most coveted institutions for admission for Under-graduate programmes in the Northern India. The institute brings together knowledge; research and industry experience at one place and confers upon its graduates, professional degrees which are recognized globally.

Online Registration:

From 1ST May 2024-15TH June 2024

(On Desk Registration also Available)

Abstract Submission last date: 15TH June 2024

Full paper Submission last date: 25TH June 2024

Registration Fee

For International Academicians & Practitioners: \$ 20
For International Research Scholars and Students: \$ 10
For National Academicians & Practitioners: Rs. 200
For Research Scholars and Students: Rs. 100

NO PUBLICATION FEE

Registration Link:

<https://forms.gle/fy8awmxtce67rWYg7>

Participants can make payment of Registration Fee given below:

Name: LUCKNOW PUBLIC
COLLEGE OF PROFESSIONAL
STUDIES-RESEARCH CELL
A/C Number: 921010049516545
IFSC CODE: UTIB0001550
Bank Name: AXIS BANK
Branch: GOMTI NAGAR, LUCKNOW



CERTIFICATES: All attending participants will get certificates after registering their attendance/presence.

CALL FOR ABSTRACT AND PAPER

- All the participants are requested to submit an Abstract of about 300 words [including Title, Authors' names, affiliation and email address, References through Email (rsrchcellpcps@gmail.com) before 15TH June 2024. Acceptance of the Abstracts will be intimated by 18TH June 2024 through e-mail.
 - Title: BOLD Font Size 14pt (Times New Roman)
 - Authors' names, affiliation and email address, References: Font size 12pt (Times New Roman)
 - Headings: BOLD 12pt (Like INTRODUCTION),
 - Line spacing: 1.5, Tables/Graphs/Figs. Titles: 10pt, Numbered and Labelled and placed in the relevant place in the body of the text.
 - Number of pages should not exceed 10.
 - Abstract and Paper will be checked by Plagiarism software Turnitin.
- Full Length Paper will be published in Proceedings with ISBN number.

For Further Information-

Write up at- rsrchcellpcps@gmail.com

Contact - Dr. Anand Kumar Rai

Mob: +919453302061/ +918787224265

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



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES


THREE DAYS INTERNATIONAL CONFERENCE ON RESEARCH AND TECHNOLOGICAL INNOVATIONS

IC-RTI (2024)

June 27-29, 2024

PROGRAMME SCHEDULE

S. N.	SESSION/ SPEAKERS	AUTHOR	DESIGNATION	UNIVERSITY/ INSTITUTE	TIME OF PRESENTATION	TOPIC OF PRESENTATION
DAY 1 (27 June 2024)						
	Introduction of International Conference (IC-ITPI 2024)				10:00-10:05 am	
	Lighting of the Lamp				10:05-10:10 am	
	Welcome of Guests				10:10-10:15 am	
	National Anthem				10:15-10:20 am	
	Inaugral Speech by Dean Academics- Prof. (Dr.) Laxmi Shanker Awasthi				10:20-10:30 am	
	International Speaker	Prof. Riyaz Ahmad Khan	Senior Lecturer	University of Technology and Applied Sciences – NIZWA, Oman	10:30- 11:30 am	Modern Trends in Mathematics
BREAK					11:30 - 12:00 pm	
1	Technical Session 1	Dr. Hari Mohan Saxena	Associate Professor	LPCPS	12:00- 12:10 pm	Digital marketing strategies & analytics: a comprehensive literature review
		Ms. Mohini Gupta	Assistant Professor			
		Dr. Sameer Kumar	Assistant Professor			
2	Technical Session 1	Rashmi Sachan	Assistant Professor	LPCPS	12:10- 12:20 pm	GREEN BANKING IN INDIA: A STUDY OF VARIOUS STRATEGIES ADOPTED BY BANKS FOR SUSTAINABLE DEVELOPMENT
		Saloni Agrawal				
3	Technical Session 1	Dr. Imranur Rehman	Assistant Professor	LPCPS	12:20- 12:30 pm	Study of the impact of Artificial Intelligence on Personality and Academic achievement of students
4	Technical Session 1	Shailendra Singh Bisht	Research Scholar	SRMU	12:30- 12:40 pm	सोशल मीडिया के युग में पत्रकारिता: अवसर, चुनौतियाँ और निहितार्थ
5	Technical Session 1	MADHURI TIWARI	Research Scholar	SRMU	12:40- 12:50 pm	मोबाइल पत्रकारिता: ब्रेकिंग न्यूज, ब्रेकिंग बैरियरस
6	Technical Session 1	Er. Rohit Singh	Research Scholar	SRMU	12:50- 01:00 pm	Comparative Study of Effects of MWCNTs' on the Performance & Emission Analysis of Variable Compression Ratio Diesel Engines Fuelled by Blends of Diesel and Neem Biodiesel
7	Technical Session 1	Manju Bhardwaj	Research Scholar	SRMU	1:00- 1:10 pm	Greenhouse Technology Integrated with Photovoltaic Thermal (PVT) and Solar Water Collectors for Outdoor Swimming Pool
		Shikha Singh				



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

DAY 2 (28 June 2024)


S. N.	SESSION/ SPEAKERS	AUTHOR	DESIGNATION	UNIVERSITY/ INSTITUTE	TIME OF PRESENTATION	TOPIC OF PRESENTATION
	National Speaker	Dr. Shailesh Srivastava	Associate Professor	SHIA PG COLLEGE	10:00- 11:00 am	Liver Disease in India- An Ongoing Epidemics
BREAK					11:00 - 12:00 pm	
1	Technical Session 2	Dr. Karuna Shankar Awasthi	Associate Professor	LPCPS	12:00- 12:10 pm	Integration of AI and Machine Learning for Efficient Edge Computing
2	Technical Session 2	Deepak Kumar Verma	Assistant Professor	RMLAU	12:10- 12:20 pm	Implementation of Machine Learning Techniques for Diabetes Detection
3	Technical Session 2	Aanchal Praveen	Assistant Professor	LPCPS	12:20- 12:30 pm	Audience Engagement Strategies in Digital Journalism
4	Technical Session 2	Priyanka Singh				

DAY 3 (29 June 2024)

S. N	SESSION/ SPEAKERS	AUTHOR	DESIGNATION	UNIVERSITY/ INSTITUTE	TIME OF PRESENTATION	TOPIC OF PRESENTATION
1	Technical Session 3	Pooja Awasthi	Research Scholar	Hapur	10:00- 10:10 am	Unlocking the Potential of AI in Forensic Science
		Dr. Anand Kumar Rai	Associate Professor	LPCPS		
2	Technical Session 3	Reshabh Dev	Research Scholar	University of Lucknow	10:10- 10:20 am	Small independent organisations: lifelines in a world of giant franchises (Case Study of Vishal Mega Mart)
		Sanjana Singh				
		Akhileshwaro Nath	Assistant Professor	LPCPS		
		Saurabh Srivastava				
3	Technical Session 3	Dr. Lav Srivastava	Assistant Professor	LPCPS	10:20- 10:30 am	Emerging Trends in Apparel Consumption: A Systematic Review of Collaborative Models
		Chetan Khanna				
4	Technical Session 3	Dr. Daya Shankar Kannaujia	Assistant Professor	LPCPS	10:30- 10:40 am	A Study on the Employment of Graduates in Higher Education
		Shivendra Pratap Singh				
		Rahul Kumar Singh				
5	Technical Session 3	Mohit Kumar Maurya	Assistant Professor	LPCPS	10:40- 10:50 am	Algorithmic Cryptocurrency Trading: Leveraging AI for Optimal Returns
		Dr. Taru Gupta				
		Aanchal Nigam Verma				
6	Technical Session 3	Neeraj Kumar Singh	Assistant Professor	LPCPS	10:50- 11:00 am	Mobile Journalism: Transforming News Production and Consumption
7	Technical Session 3	Dr. Nripendra Singh	Assistant Professor	LPCPS	11:00- 11:10 am	DESIGN, SYNTHESIS AND BIOEVALUATION OF SOME 4, 6-DI SUBSTITUTED heterocyclic compounds


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

National Speaker		MS BHAVNA PATHAK	Media Literary Expert		11:10-12:00 pm	Need of Media Literacy in the Age of Information Abundance
National Speaker		DR. UPENDRA KUMAR	Assistant Professor	IET, AKTU	12:00- 01:00 pm	Advanced Concepts of Digital Image Processing
BREAK					1:00 - 1:30 pm	
1	Technical Session 3	UPENDRA KUMAR	Assistant Professor	IET	1:30- 1:40 pm	Detection and Classification of Lung Cancer using Advanced Digital Image Processing and Deep Learning Method
		Parshotam Singh		AKTU		
2	Technical Session 3	Ekta Yadav	Research Scholar	Lucknow University	1:40- 1:50 pm	Understanding the differentials in population Ageing among SDG Regions: a prospective old age dependency ratio approach
3	Technical Session 3	UPENDRA KUMAR	Assistant Professor	IET	1:50- 2:00 pm	Artificial Intelligence in Higher Education: Implications, Challenges and Opportunities
4	Technical Session 3	Prof. (Dr.) Laxmi Shankar Awasthi	Dean Academics	LPCPS	2:00- 2:10 pm	Smart Cities: Technological Innovations for Urban Sustainability
		Dr. Santosh Kumar	Associate Professor	Era University		
		Dr. Amit Kumar Bajpai				
5	Technical Session 3	Dr. Ashish kaushal	Associate Professor	LPCPS	2:10- 2:20 pm	Evaluating the Economic Impact of Mega events on Uttar Pradesh's Hospitality Sector
6	Technical Session 3	Aditya Vikram Singh	TNP	LPCPS	2:20- 2:30 pm	Tools and Techniques For Digital Marketing
7	Technical Session 3	Shivam Pratap Singh Chauhan	TNP	LPCPS	2:30- 2:40 pm	Digital Marketing in Brief
8	Technical Session 3	Mr. Rohit Kapoor	Assistant Professor	LPCPS	2:40- 2:50 pm	Role of Image Stenography in contrast to Modern era technologies in Healthcare Industry
VALEDICTORY SESSION					03:00 pm onwards	


 Principal
 Lucknow Public College of Professional Studies
 Vindhyapuri Khand, Gomtinagar, Lucknow-226015

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/06/17



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

Dr. Imranur Rahman

ASSISTANT PROFESSOR of Lucknow Public College of Professional Studies, Lucknow has presented a paper on the topic "Study of the Impact of Artificial Intelligence on Personality and Academic Achievement of Students" in the three days "INTERNATIONAL CONFERENCE ON RESEARCH AND TECHNOLOGICAL INNOVATIONS (IC-RTI-2024)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India on 27th-29th June, 2024.

Garima

Mrs. Garima Singh
Patron

Anil Singh *Awasthi*

Prof. (Dr.) Anil Singh
Principal

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

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/06/16



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

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INTERNATIONAL CONFERENCE

This is to certify that

NEHA SINHA

Research Scholar of University of Lucknow has participated in the three days "INTERNATIONAL CONFERENCE ON RESEARCH AND TECHNOLOGICAL INNOVATIONS (IC-RTI-2024)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India on 27th-29th June, 2024.

Garima

Mrs. Garima Singh
Patron

Anil Singh

Prof. (Dr.) Anil Singh
Principal

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

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

Website: www.lpcps.org.in

Email: rsrchcelllpcps@gmail.com

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/06/14



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

Ms. Aanchal Praveen

ASSISTANT PROFESSOR of Lucknow Public College of Professional Studies, Lucknow has presented a paper on the topic "Audience Engagement Strategies in Digital Journalism" in the three days "INTERNATIONAL CONFERENCE ON RESEARCH AND TECHNOLOGICAL INNOVATIONS (IC-RTI-2024)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India on 27th-29th June, 2024.

Garima

Mrs. Garima Singh
Patron

Anil Singh

Prof. (Dr.) Anil Singh
Principal

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

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

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/06/13



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

Dr. Karuna Shankar Awasthi

ASSOCIATE PROFESSOR of Lucknow Public College of Professional Studies, Lucknow has presented a paper on the topic "Integration of AI and Machine Learning for Efficient Edge Computing" in the three days "INTERNATIONAL CONFERENCE ON RESEARCH AND TECHNOLOGICAL INNOVATIONS (IC-RTI-2024)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India on 27th-29th June, 2024.

Garima

Mrs. Garima Singh
Patron

Anil Singh

Principal
Prof. (Dr.) Anil Singh
Lucknow Public College of Professional Studies
Principal
Vinamra Khand, Gomtinagar, Lucknow

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/06/11



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

Ms. Rashmi Sachan

ASSISTANT PROFESSOR of Lucknow Public College of Professional Studies has presented a paper on the topic "GREEN BANKING IN INDIA: A STUDY OF VARIOUS STRATEGIES ADOPTED BY BANKS FOR SUSTAINABLE DEVELOPMENT" in the three days "INTERNATIONAL CONFERENCE ON RESEARCH AND TECHNOLOGICAL INNOVATIONS (IC-RTI-2024)" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India on 27th-29th June, 2024.

Garima

Mrs. Garima Singh
Patron

Anil Singh

Prof. (Dr.) Anil Singh
Principal

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

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener