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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 Patbak**
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

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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)

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(Department of Computer Science)
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(Department of Arts)
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(Department of Commerce)

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(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

Abhishek

Principal
Lucknow Public College of Professional Studies
VinamraKhand, 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

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

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

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)					
		Lighting of the Lamp				
		Welcome of Guests				
		National Anthem				
	Inaugral Speech by Dean Academics- Prof. (Dr.) Laxmi Shanker Awasthi					
	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						
1	Technical Session 1	Dr. Hari Mohan Saxena Ms. Mohini Gupta Dr. Sameer Kumar	Associate Professor Assistant Professor Assistant Professor	LPCPS	12:00- 12:10 pm	Digital marketing strategies & analytics: a comprehensive literature review
2	Technical Session 1	Rashmi Sachan Saloni Agrawal	Assistant Professor	LPCPS	12:10- 12:20 pm	GREEN BANKING IN INDIA: A STUDY OF VARIOUS STRATEGIES ADOPTED BY BANKS FOR SUSTAINABLE DEVELOPMENT
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 <i>Abhiy</i> Principal	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 Shikha Singh	Research Scholar	SRMU	1:00- 1:10 pm	Greenhouse Technology Integrated with Photovoltaic Thermal (PVT) and Solar Water Collectors for Outdoor Swimming Pool

DAY 2 (28 June 2024)

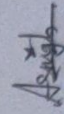
S. N.	SESSION/ SPEAKERS	AUTHOR	DESIGNATION	UNIVERSITY/ INSTITUTE	TIME OF PRESENTATION	TOPIC OF PRESENTATION
	National Speaker	Dr. Shailesh Srivastava	Associate Professor	SHIA PG COLLEGE	10:00- 11:00 am	Liver Disease in India- An Ongoing Epidemics
BREAK						
1	Technical Session 2	Dr. Karuna Shankar Awasthi	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	Assistant Professor	LPCPS	12:20- 12:30 pm	Audience Engagement Strategies in Digital Journalism

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 Dr. Anand Kumar Rai	Research Scholar Associate Professor	Hapur LPCPS	10:00- 10:10 am	Unlocking the Potential of AI in Forensic Science
2	Technical Session 3	Reshabh Dev Sanjana Singh Akhlleshwaro Nath Saurabh Srivastava	Research Scholar Assistant Professor	University of Lucknow LPCPS	10:10- 10:20 am	Small independent organisations: lifelines in a world of giant franchises (Case Study of Vishal Mega Mart)
3	Technical Session 3	Dr. Lav Srivastava Chetan Khanna	Assistant Professor	LPCPS	10:20- 10:30 am	Emerging Trends in Apparel Consumption: A Systematic Review of Collaborative Models
4	Technical Session 3	Dr. Daya Shankar Kannaujia Shivendra Pratap Singh Rahul Kumar Singh	Assistant Professor	LPCPS	10:30- 10:40 am	A Study on the Employment of Graduates in Higher Education
5	Technical Session 3	Mohit Kumar Maurya Dr. Taru Gupta Aanchal Nigam Verma	Assistant Professor	LPCPS	10:40- 10:50 am	Algorithmic Cryptocurrency Trading: Leveraging AI for Optimal Returns
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
 Vnamra Khand, Gomti Nagar, 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	12:00- 01:00 pm	Advanced Concepts of Digital Image Processing
BREAK				
1	UPENDRA KUMAR Parshotam Singh	Assistant Professor	1:30- 1:40 pm	Detection and Classification of Lung Cancer using Advanced Digital Image Processing and Deep Learning Method
2	Ekta Yadav	Research Scholar	1:40- 1:50 pm	Understanding the differentials in population Ageing among SDG Regions: a prospective old age dependency ratio approach
3	UPENDRA KUMAR	Assistant Professor	1:50- 2:00 pm	Artificial Intelligence in Higher Education: Implications, Challenges and Opportunities
4	Prof. (Dr.) Laxmi Shankar Awasthi Dr. Santosh Kumar Dr. Amit Kumar Bajpai	Dean Academics Associate Professor	2:00- 2:10 pm	Smart Cities: Technological Innovations for Urban Sustainability
5	Dr. Ashish kaushal	Associate Professor	2:10- 2:20 pm	Evaluating the Economic Impact of Mega events on Uttar Pradesh's Hospitality Sector
6	Aditya Vikram Singh	TNP	2:20- 2:30 pm	Tools and Techniques For Digital Marketing
7	Shivam Pratap Singh Chauhan	TNP	2:30- 2:40 pm	Digital Marketing in Brief
8	Mr. Rohit Kapoor	Assistant Professor	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
 Sector 10, Vasant Vihar, Connaught Place, New Delhi 110057



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CERTIFICATE NO.
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LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

PROF. RIYAZ AHMAD KHAN

Senior Lecturer, Preparatory Studies Centre-Mathematics and Computer Skills Unit University of
Technology

and Applied Sciences -

NIZWA, Oman has taken an Invited Lecture on the topic "Modern trends in mathematics, a general idea about how software are useful for writing research papers without knowing latex and ideas about other software" 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

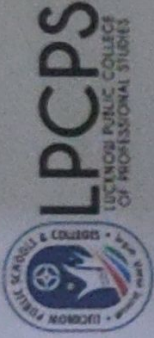
Prof. (Dr.) Anil Singh
Principal

Laxmi Shankar Awasthi

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

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

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/06/004



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INTERNATIONAL CONFERENCE

This is to certify that

MS. BHAVNA PATHAK

Media Literacy Expert & Founder, Media Dictionary Initiative has taken an Invited Lecture on the topic "Need of Media Literacy in the Age of Information Abundance" 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, Gomtinagar, Lucknow

Website: www.lpcps.org.in

Email: rsrchcellpcps@gmail.com

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/06/003



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This is to certify that

DR. UPENDRA KUMAR

Assistant Professor, Institute of Engineering and Technology, AKTU, Lucknow has taken an Invited Lecture on the topic "ADVANCED PROCESS OF DIGITAL IMAGE PROCESSING" 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

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

Laxmi Shankar Awasthi

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/06/002



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INTERNATIONAL CONFERENCE

This is to certify that

DR. SHAILESH SRIVASTAVA

Associate Professor, SHIA PG COLLEGE, LUCKNOW has taken an Invited Lecture on the topic "LIVER DISEASE IN INDIA- AN ONGOING EPIDEMICS" 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

Asish

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

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Convener

CERTIFICATE NO.
LPCPS/RPDC/IC/2023-24/06/18



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

(Affiliated to University of Lucknow)

INTERNATIONAL CONFERENCE

This is to certify that

EKTA YADAV

Research Scholar of University of Lucknow has presented a paper on the topic "Understanding the differentials in population Ageing among SDG Regions: a prospective old age dependency ratio approach" 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, Gomtinagar, Lucknow