

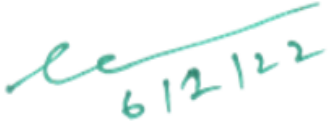
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## 2.3.1 Experiential Learning- Student Research Publications

The following table highlights the Student Research Publications for five years from 2016-17 to 2020-21.

S. No.	Academic Year	No. of Student Research Publications
1	2020-21	102
2	2019-20	72
3	2018-19	9
4	2017-18	7
5	2016-17	4








  
 (Prof. Dr. V. RAJENDRAN)  
 Principal

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### 2.3.1 Experiential Learning- Student Research Publication

The following table highlights the details of the Student Research Publications in excel sheet for five years from 2016-17 to 2020-21.

S. No.	Academic Year	Supportive Document Link
1	2020-21	
2	2019-20	
3	2018-19	
4	2017-18	
5	2016-17	



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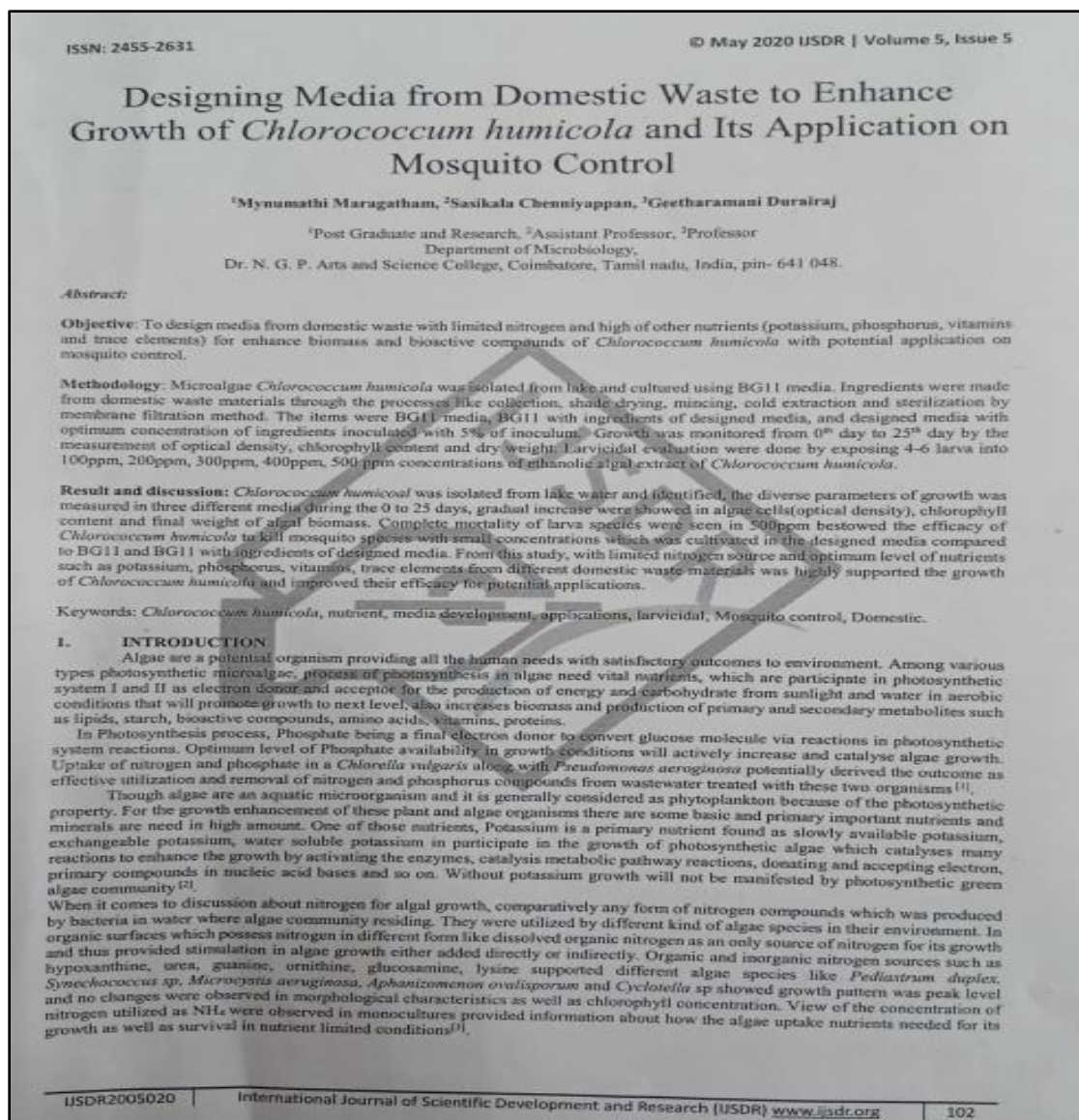
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### 2.3.1 Sample Document for Student Research Publication





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International Journal of Emerging Technology and Innovative Engineering  
Volume 6, Issue 03, March 2020 (ISSN: 2394 – 6598)

## Security and Privacy in Fog Computing Based on Multiparty Computation Using Smart Grid for Privacy Protection

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<sup>2</sup>Academic guide, Dr. N.G.P. Arts and Science, Covai, [menaka@drngpasc.ac.in](mailto:menaka@drngpasc.ac.in)

### Abstract

A smart grid is the electrical grid of the future, adding a communication network to the traditional electrical grid infrastructure. This allows bidirectional communication between the different entities and components of the grid, facilitating automated grid management. The overall aim is to make the electrical grid more reliable and efficient. This paper design a secure and privacy-preserving protocol for collecting operational metering data, which is required for calculating distribution, transmission, and imbalance fees. Our protocol uses Multiparty Computations (MPC) as the underlying cryptographic primitive and supports three different privacy-friendly data aggregation algorithms. Additionally, it supports realistic system models (with multiple data recipients of aggregates of various subsets of users' metering data); it is fault-tolerant; it is applicable to existing liberalized market models, and it also supports electricity production data generated by users. In this paper, the cloud-fog based system model is proposed to tackle delayed responses and permanent storage of consumers' data for energy demands. In the system model, the requests of energy are received on HPF to get processed and responded back in near-real-time instead of processing on the Cloud.

**Keywords:** Fog computing, Smart grid, Privacy, Security, and Multiparty Computations.

### 1. INTRODUCTION

Fog computing is, for the most part, a virtualization innovation that offers stockpiling, computing, and correspondence services between end devices and Cloud information trot. A lot of IoT devices and sensors, for example, green gas IoT and modern IoT actuators, are associated with Message. This engineering permits checking, sifting, investigating, totaling, and trading information, bringing about sparing time and calculation assets for sending and running bigdata examination and digital security applications. Since Fog devices are associated with the Cloud and IoT frameworks, IoT systems could be misused utilizing diverse digital dangers [1]. This is on the grounds that the devices are conveyed at unbound areas which are not precisely checked and secured. The framework utilizes and blockchain to verify and control the appropriated Fog engineering. Fog services have been permitted at the edge of the entrance organize by the appropriated Fog nodes. The framework accomplishes higher inertness and security effectiveness since bringing

computing assets at the edge of the IoT system could verify the center system traffic and limit the start to finish dormancy between IoT devices and the computing unit. Since fog computing is proposed with regards to the Internet of Things (IoT) and began from cloud computing, security and protection issues of Cloud are acquired in fog computing. While a few issues can be tended to utilizing existing plans, there are different issues confronting new difficulties, because of the particular attributes of fog computing, for example, heterogeneity in fog hub and fog organize, a prerequisite of portability support, enormous scale geo-dispersed hubs, area mindfulness, and low dormancy.

The framework presents a novel security technique that enables the framework to adjust to the risk landscape, consequently. This enables framework executives to run the same number of proposals at the system edge varying. The framework was assessed for various security situations and





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### Qualitative investigation of Phytochemical compounds present in the Traditional Wound healer *Hemigraphis Colorata* by GC-MS analysis

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<sup>1,2</sup>Research Scholar, <sup>3</sup>Assistant Professor, Department of Biochemistry, Dr NGP college of Arts and Science College, Coimbatore, South India.

<sup>4</sup>Assistant Professor, Department of Microbiology, Pazhassiraja College, Pulpally, Wayanad, Kerala, South India.

**Abstract:** Phyto- compounds are chemical compounds that are produced by plants. Thousands of phytochemical compounds are produced by naturally that are non-essential aspect originate in the plant nutriment. All the plant parts clamp the presence of phyto-compounds like leaves, vegetables and roots and play an important role in defence mechanism against environmental threats. Currently modern medicines practices the use of phyto-compounds for producing various medicines hence the importance of meaningful the action of each compounds are vary essential. In this study we investigate the innumerable phytochemical compounds present in *Hemigraphis Colorata* via GC - MS analysis.

**Key words:** Medicinal plants, Phito-chemical compounds.

#### 1. Introduction

Nowadays Plant based treatments and medicines are playing vital role in the area of Ayurveda. Supreme of populates believing Ayurveda outstanding to the non-side effects of the treatment. Due to the era of modern life style nature will unnatural desperately and new life style illnesses are being happened. Largely peoples depending modern treatments because of the lack of time and betrothed life panaches. The history of "herbalism" is closely tied with the history of medicine from prehistoric times up until the growth of the germ theory of disease in the 19th century. Plants have been used for medical treatments during the human history, and such traditional medicine is still widely used today.

*Hemigraphis colorata* is a tropical perennial herb chiefly grown as an ornamental indoor and outdoor plant, because of its attractive and vivid foliage. In folk medicine, the leaves are ground into a paste and applied on fresh cut wounds to promote wound healing and used to treat anaemia. Traditional knowledge regarding the usage of this plant differs but the scientific study available to support this knowledge is much limited (Devi Priya, 2013). Medicinal plants used as medicine should therefore be studied for safety and efficacy. Gas

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	<b>WORLD JOURNAL OF PHARMACEUTICAL RESEARCH</b> SJIF Impact Factor 6.885 Volume 5, Issue 7, 977-987.      Research Article      ISSN 2277- 7105
<b>ISOLATION AND PARTIAL PURIFICATION OF LECTIN FROM SEEDS OF <i>CUCURBITA PEPO</i></b>	
Ravichandran P. <sup>1</sup> , Dr. Gowri S. <sup>1*</sup> and Sundara Prasath S. <sup>2</sup>	
<sup>1</sup> Dept. of Biochemistry, Dr. N.G.P. Arts and Science College, Coimbatore. <sup>2</sup> Dept. of Biochemistry, NMSSVN College, Madurai.	
<p>Article Received on 05 May 2016, Revised on 25 May 2016, Accepted on 15 June 2016 DOI: 10.20959/wjpr20167-6498</p> <p><b>*Corresponding Author</b> <b>Dr. Gowri S.</b> Dept. of Biochemistry, Dr. N.G.P. Arts and Science College, Coimbatore.</p>	<p><b>ABSTRACT</b></p> <p>Crude plant lectins were isolated from the seeds of Pumpkin seed (<i>Cucurbita pepo</i>). Lectins isolated were purified by ammonium sulphate precipitation and dialysis. The amount of proteins and carbohydrates present in crude extract and purified samples were estimated. Lectin was characterized by hemagglutination assay using human erythrocytes of A, B, AB and O groups and the specific activities were determined in crude and purified samples. The stability of the purified lectin samples was determined at various pH and temperature values. The ability of the lectins to bind the bacterial strains were analyzed with strains namely <i>E.coli</i>, <i>Klebsiella pneumoniae</i> and <i>S.aureus</i>.</p> <p><b>KEYWORDS:</b> <i>Cucurbita pepo</i>, Lectin, Isolation, Purification, Hemagglutination, Antibacterial activity.</p> <p><b>INTRODUCTION</b></p> <p>Lectins are proteins/glycoproteins, which have at least one non-catalytic domain that exhibits reversible binding to specific monosaccharide's or oligosaccharides.<sup>[1]</sup> "Lectin" has been derived from the Latin word "legere", which means "to select", by William Boyd.<sup>[2]</sup> This term was generalized to embrace all sugar-specific agglutinins of non immune origin, irrespective of source and blood type specificity.<sup>[3]</sup></p> <p>Lectins have the ability to bind carbohydrates and the name "hemagglutinins" is used when the sugar specificity is unknown. Lectins have been powerful tools in preparative and analytical purposes in Biochemistry, cell biology, immunology, molecular biology, pharmacology and clinical chemistry. Lectins are present in a wide range of organisms from</p>
<a href="http://www.wjpr.net">www.wjpr.net</a>	Vol 5, Issue 7, 2016.      977





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## A STUDY ON BRAND AWARENESS OF ONE OF THE MULTISPECIALTY HOSPITAL AT COIMBATORE

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### ABSTRACT

Conventional marketing will not really to promote modern-day healthcare companies. The brands vary in advertising and marketing, advertising, and public relation. Those are the methods of communicating the brand. A brand is a recognizable identity, persona, price, and trends. These days' healthcare advertising gives the mission to sell the brand.

**Keywords:** Branding, Healthcare, internet advertising, and marketing.

### I. INTRODUCTION

A strong brand will attract loyalty, and loyalty gives protection to a company. Brand loyalty will defend your brand when you are not there and a strong brand provides safety in uncertain times. The most expensive word in these worlds is trust, so that's why it is in high demand. So, most of the people are choosing brands because known brands are given the trust to the people. If your brand name is so powerful then consumers are ready to buy your product more than the unknown brands.

Branding is very important to all industries; branding plays an essential role in a healthcare organization. A brand creates trust and builds a relationship with the organization. Employee morale is so important to all industries because employees are the key to the industry. Without employees, the organization is just an empty ground. Every employee is part of an industry goal, so if we give respect and treat them well, then they're more dedicated to the work.

As research of pew internet and American life project says 72% of internet users are saying they looked online for healthcare information within the past years.

#### Why we need a brand strategy:

- To set your company apart from the competition
- To increase shareholder value
- To bring on stronger financial results
- To prevent product or service from becoming a commodity
- To maximize your brand relevance in the hearts and minds of shareholder
- To create loyalty
- To expand a market share
- To support employee morale
- To reach key stakeholders

#### Hospital brand awareness:

Hospitals play an essential role in serving communities. We can't encourage people to come to visit a hospital. It is essential to invest capital in a smarter solution to subtly elevate the brand awareness of the hospital.

#### Implementation of internal marketing:

Your spokesperson for the hospital is an employee. Hospital leaders should shell the identity by incorporating nurse name badges that create authenticity uniformity and build trust. It improves the patient's experiences at the hospital.

#### Uses of social media:

Create good testimonials, videos, patient stories, etc. and post them on the website, post and repost on social media, sow it on the LCDs in the hospital waiting areas.

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