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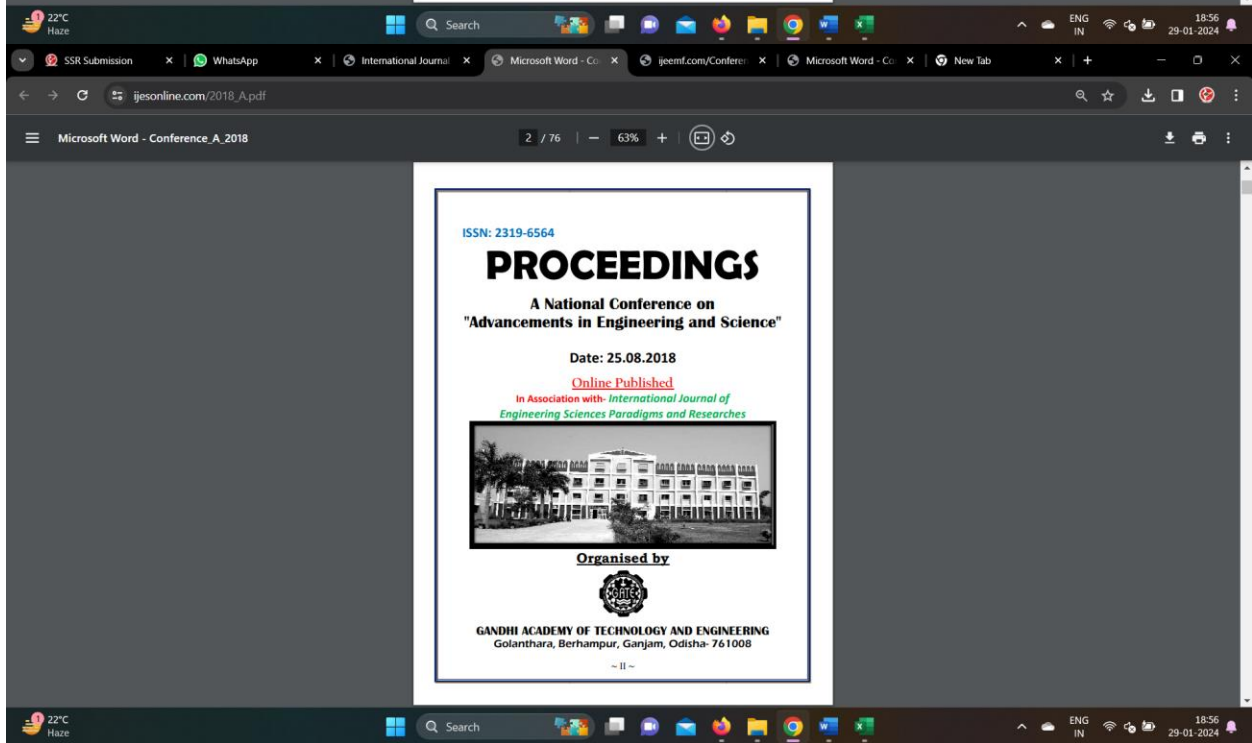
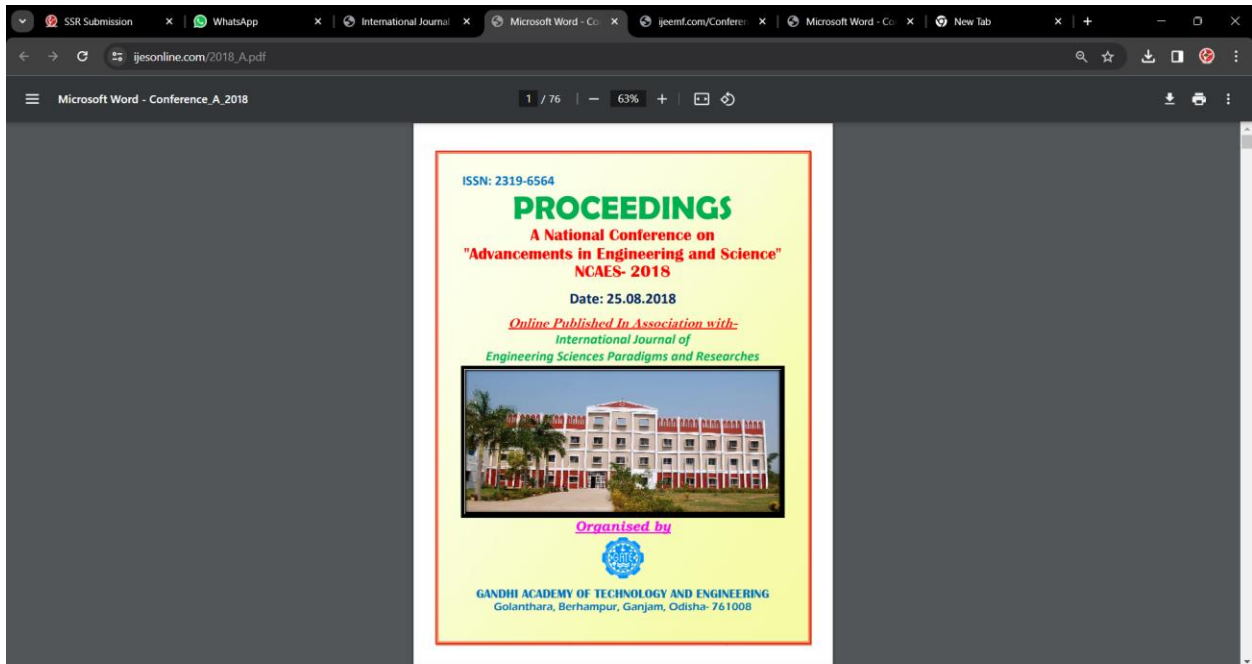
Index

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<https://www.gate.ac.in/naac/criterion-3/3.3.2.pdf>

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Sl.No	Particulars	Page No.
01	Copy of the Cover page, content page and first page of the publication indicating ISBN number and year of publication for books/chapters sample for (2018-19)	3-6
02	Copy of the Cover page, content page and first page of the publication indicating ISBN number and year of publication for books/chapters sample for (2019-20)	7-11
03	Copy of the Cover page, content page and first page of the publication indicating ISBN number and year of publication for books/chapters sample for (2020-21)	12-19
04	Copy of the Cover page, content page and first page of the publication indicating ISBN number and year of publication for books/chapters sample for (2021-22)	20-27



NCAES-2018

Sl. No.	Paper published	Name of the Author	Page No.
01.	Activity Analysis of Iron in Water Using a Simple LED Spectrophotometer	Dr. Girija Prasad Sahoo	01.
02.	New organometallic imines of Rhodium(I) as potential ligands of GSK-3 β : Synthesis, characterization and biological studies	Dr. Sumita Bal	02
03.	Cobalt (II) complex with novel unsymmetrical tetraoxo Schiff base (ON) ligand: In vitro cytotoxicity studies of complex, interaction with DNA-protein, molecular docking studies, and antibacterial activity	Dr. Amit Kumar Jana	03
04.	Inhibition of cumminaldehyde and its metabolite cinnamic acid with human serum albumin and interference of other food additives	Dr. Sagarika Pasayat	04
05.	Towards the interaction between calcium carbonate and water during gas-chromatographic determination of trace moisture in ultra-high purity ammonia	Dr. Priyabrat Mishra	05
06.	A Study on the Importance of CSR for the Economic Development of the Society in India	Dr. Ramesh Chandra	06
07.	A Comprehensive Study of New Tax Regime on Salient Persons in Bhubaneswar City	Dr. Mussumi Parida	07
08.	Impact of Demonetization on Indian Economy	Dr. Tanmay Kumar Pradhan	08
09.	Impact of FDI on Financial Performance of Insurance Companies	Dr. Jyotirmaya Satapathy	09
10.	Research on IIT Talent cultivation under language education planning	Dr. Binayi Patra	10
11.	Teaching English for Research Publication Purpose to science students in China: A case study of an experienced teacher in the classroom	Ajit Kumar Satapathy	11
12.	Mathematical model to analyze the flow and heat transfer problem in U-Shaped geometrical exchangers	Dr. Rama Chandra Dash	12

- IX -

13.	Predator interactions Population dynamics with multiple Allee effects induced by four factors - A mathematical study on prey	Dr. Sandhya Mishra	13
14.	Mathematical modelling and analysis of nano particle gradient induced by magnetic field	Dr. Chetan Kumar Sharma	14
15.	Global analysis of a mathematical model for hepatitis C considering the host immune system	Prakash Kumar Shukla	15
16.	The affect of radiation treatment arranging strategy on spontaneous clinic affirmations	Dr. Paramananda Jena	16
17.	The affect of radiation treatment arranging strategy on spontaneous clinic affirmations	Bikram Kumar Sahu Dayal Jyoti Sahoo	17
18.	Analytical Solution for Ultimate bearing capacity of ring footing seated on inclined backfill	Dr. Harish Chand Giri	18
19.	Behavior of Rectangular RC Columns Confined with BFRP sheets Subjected to Axial Loading	Dr. Jyotikumar Acharya	19
20.	Characteristics Study Of Concrete By Replacing Glass Cullet And Ceramic Tiles Over Conventional Aggregates	Narayan Tiadi	20
21.	Evolution of vehicle light weighting to reduce greenhouse gas emissions with bio-monomer substitution	Anikita Jena	21
22.	A Methodical Mapping Study of Block chain-Based Applications in Higher Education	Dr. Dhanswar Parida	22
23.	A Systematic Mapping Study of Block chain-Based Supply Chain Management	Dr. Subhendu Kumar Pati	23
24.	Self-Driving Database Management Systems Query-Based Workload Forecasting	Dr. Sachin Nandan Mohanty	24
25.	Analysis of information Storage Security Issues in Cloud computing paradigm	Dr. Aurebindo Kar	25
26.	Dynamic controllable external database with Fresh cloud service	Dr. Jhannamda Mishra	26

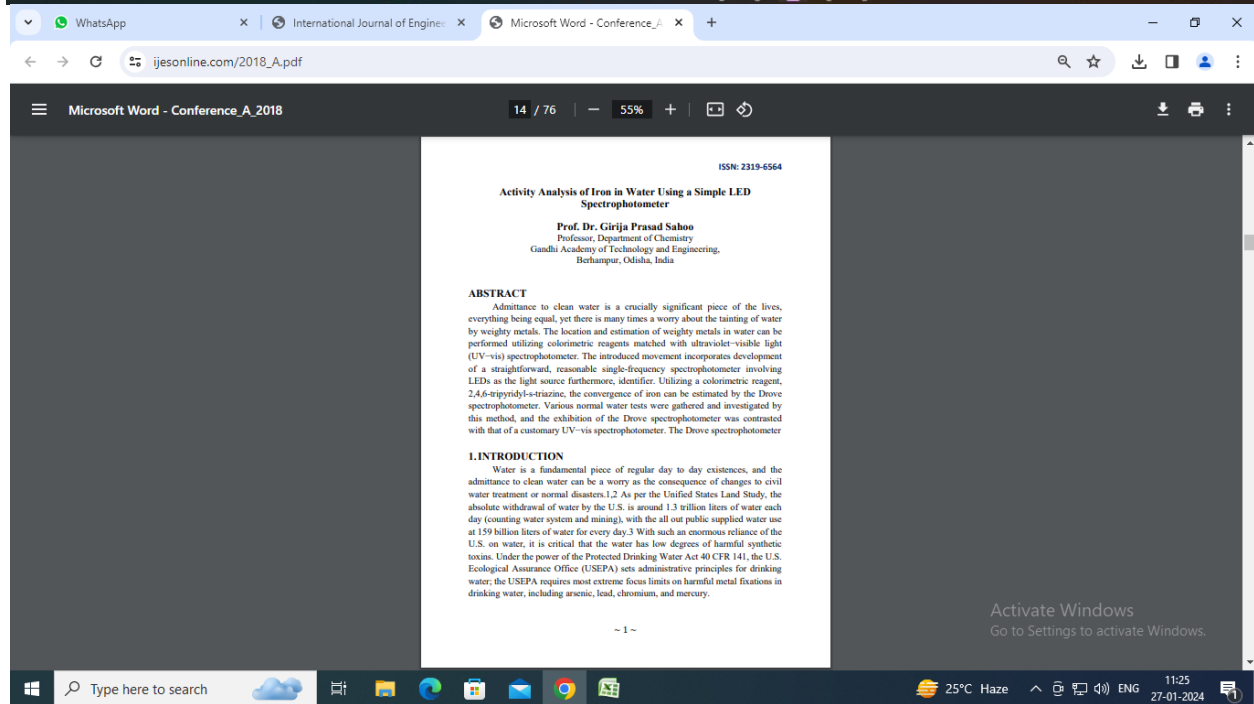
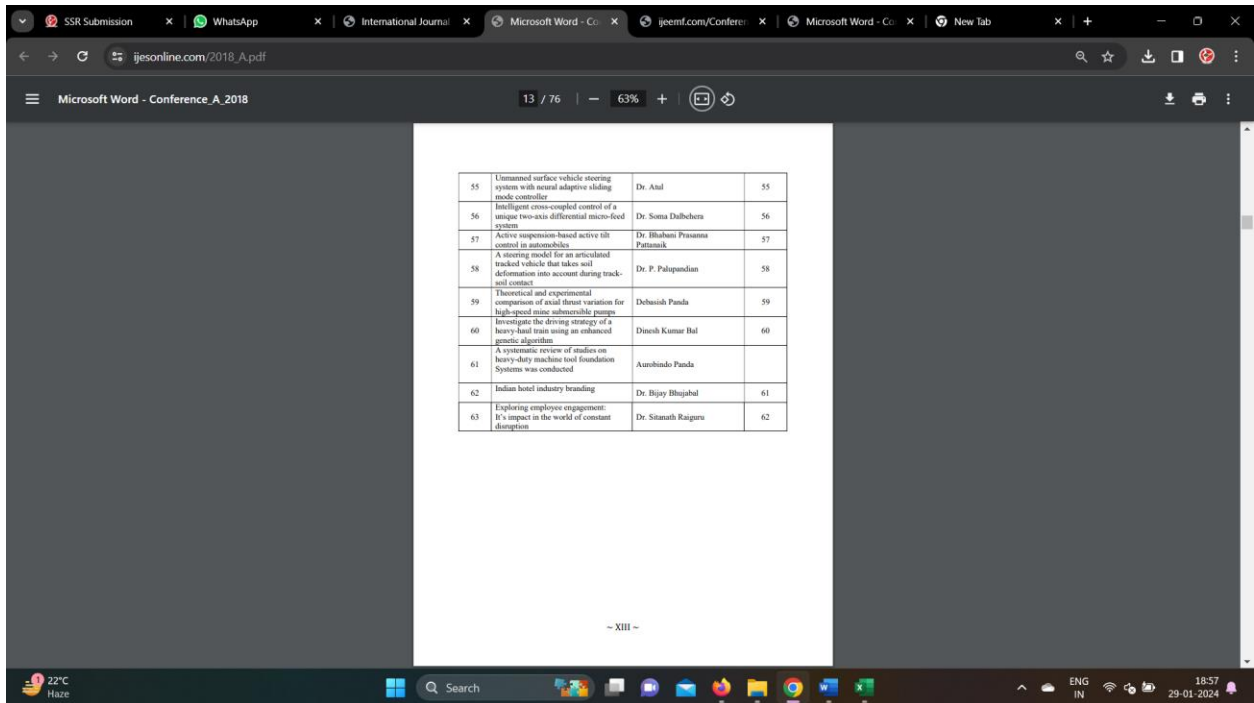
- X -

27	A Collaboration Platform for Enabling Industrial Symbiosis: Application of the Database Engine for Waste-to-Resource Matching	Dr. Chinmaya Ranjan	27
28	Challenges and security issues of underwater wireless sensor networks	Dr. Tammya Kumar Patnaik	28
29	Developmental methods for creating artificial intelligence in robotic systems	Sachin Kumar Patra	29
30	Time series forecasting using artificial neural networks: a systematic review	Pinaki Bhuvan Nayak	30
31	Future Prospects and Difficulties of Block Chain- Integrated Internet of Things	Bhubani Sankar Panda	31
32	Investigation into the Impact of Primary Load Imbalance on the Composite Transformer's Accuracy	Dr. Jyoti Prasad Patra	32
33	Optimal Design of State-Finite in UHV Converter Transformer Utilizing PSO Algorithm	Dr. Dharmaraja Mahar	33
34	Analysis of the Key Insulation Structure in a 500kV Radial Split Transformer and Optimizing it	Dr. Jagadish Chandra Pati	34
35	Investigation of Insulation Material Properties under Nonlinear AC-DC Composite Electric Field for Converter Transformer	Dr. Ajaya Kumar Swain	35
36	Maproportion Characteristics of Electrical Steel and its Correlation with No-Load Noise in Power Transformers	Dr. Satyajit Mohaary	36
37	An Innovative Approach to Investigate Core Vibration in Power Transformers	Dr. Jyoti Prasad Patra	37
38	Eddy Current Loss Analysis in Transformer Foil Winding Utilizing Magneto-Fluid-Thermal Simulation	Dr. Anil Kumar P	38
39	Enhancement of Variable Speed Controllability for a 20 kW Class High-Temperature Superconducting Induction / Synchronous Motor under No-Load Conditions	Dr. Bidyut Ranjan Das	39

- XI -

40	Optimization and Comparative Analysis of Linear Flux-Switching Permanent Magnet Motor and Linear Induction Motor for Electromagnetic Launch Systems	Tushar Kanta Satapathy	40
41	Modeling and Operation of a Fixed-Pole Rotor Induction Motor with Bearingless Configuration	Manoj Kumar Patnaik	41
42	Refined Validation of a Rotor Fault Diagnostic Approach in Laboratory and Field Soft-Started Induction Motors	Ajaya Kumar Nahak	42
43	SIMD Type Voltage Mode Two-Square Multiplication Filter	Dr. Sudhansu Sekhar Khantia	43
44	A New Implementation of the first-order universal Filter for the current state	Dr. Sangste Pawan Kumar	44
45	Research on optimization methods for biomedical signal properties	Dr. Lokanath Sarangi	45
46	Summarizing the operational details of a Hi-bit Microprocessor	Dr. Srinivas Mantha	46
47	Ensemble methods for classifying moving image eye signals	Dr. Sanjay Kumar Padhi	47
48	Parking indicator nearby	Dr. Rakesh Mathkuan	48
49	Artificially intelligent integrated cyber security system	Dr. Kommu Navane	49
50	A new method for identifying copy shop fakes in image forensics	Dr. Bright Anand D	50
51	Exploring NANO Electronic devices: An Alternative to MOS Devices	Dr. Mantravadi Lalitha Mahalakshmi	51
52	The influence of grinding conditions and strategy on Cutting edge quality	Dr. Nabhit Panigrahi	52
53	Impacts of cooling rate in an inventive warm treatment Course for high-strength steels	Dr. Dilip Kumar Biswal	53
54	Integrated optimization model in wire electric discharge machining utilizing gaussian process regression and wolf pack algorithm technique while milling special composite	Dr. Ritanshi Sethy	54

- XII -



Microsoft Word - Conference_2_2019 1 / 77 63%

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Microsoft Word - Conference_2_2019 15 / 77 | 63%

56	An unconventional approach to the construction of cylindrical blades with tunable intake blade angles	Dr. Soma Dalbheera Chandra Sekhar Mohapatra	56
57	The trifurcated waveguide's scattering study with Structural discontinuities	Dr. Bhahani Prasanna Pattanaik Pranaya Panama Swain	57
58	Investigation of the adaptable multi-body dynamics of the neutron spectrometer sample tube lifting mechanism	Dr. P. Palupandian Suryakanti Parida	58
59	Stability analysis for the deflection of a single-point Cutting tool during a turning process	Dibyajit Panda Pratimachon Bhata	59
60	Feasibility of modeling a pair of sphere-face gears with Varying shaft angles	Dinesh Kumar Baid Suryakanta Parida	60
61	The Limitations Ascertained in realization of ICT Tools in Teaching & Learning.	Dr. Bijay Bhujbal Sumanya Ranjan Pradhan	61
62	A study of Women's Human Rights of Bodoland Territorial Council, Assam	Dr. Sitamath Raigaru Subani Kumar Parida	62

Microsoft Word - Conference_2_2019 14 / 77 | 63%

45	A Generic Care System using an Electronically Controlled AIR Jacket	Dr. Lokanath Sarangi Saimita Mallick	45
46	Hybrid Solar Energy	Dr. Srinivas Mutha Bhaskaraj Patra	46
47	Microwave Assisted Synthesis of Graphene/ SnO2 Nano composite and Its Structural, Dielectric and Electrical Properties	Dr. Sanjay Kumar Padhi Rudra Prasad Nanda	47
48	A Microstrip Antenna Mounted Between Non-Radiating Edges for Wireless Body Area Communication	Dr. Rakesh Muthukar Sankarmani Saha	48
49	Vehicle Theft and Engine Loss Alert ARMT System	Dr. Kommu Niveen Dibbarwanjan Behera	49
50	Digital and Pulse Width Control of Scaffolds and space ROBOTS Orientation in Initial states	Dr. Bright Anand D Mamurajan Sahoo	50
51	Side-Channel Protected MPSCC with Secure Real-Time Networks	Dr. Montravadi Lalitha Mahalakshmi Bhagawathi Rank	51
52	Towards the combination of topology optimization based on lattice structures with additive manufacturing for the design of turbo machinery components	Dr. Nabait Patrainghi Satyakam Acharya	52
53	The influence of different cutting speeds on the surface and edge characteristics of milled granite materials was investigated	Dr. Dilip Kumar Biswal Sanat Kumar Pattnaik	53
54	Investigation of the flexible multi-body dynamics of the neutron spectrometer sample tube lifting mechanism	Dr. Ritunjai Setty Dilip Kumar Mohanty	54
55	A novel integrated numerical modeling technique for simulating piston diaphragm pumps: Simplifying three-dimensional models and analyzing their characteristics.	Dr. Anil Debedish Ghosh	55

Microsoft Word - Conference_2_2019 13 / 77 | 63%

33	Plan Examination and Confirmation of PMSM Engine For Distributed Machine	Dr. Dharmajaya Mahar Smitasree Jena	33
34	Experimental results of a locally developed HILDC active controller for an electric bicycle are presented in this study	Dr. Jagdish Chandra Pati Sagarika Patra	34
35	Collaborative Optimal Dispatching Strategy for Island Microgrid with Multi Distributed Power Generation across Various Time Scales	Dr. Ajaya Kumar Swain Debswarup Bala	35
36	Enhancing Flexibility and Frequency Security in the Generation Expansion Planning Framework	Dr. Sayajit Mohanty Sunita Paladirengi	36
37	Influence of Financial Incentive Levels in Demand Response Programs on the Generation Cost of Solar-Integrated Power Systems	Dr. Jyoti Prasad Patra	37
38	Study on Energy Storage Configuration Method Considering Wind and Solar Variability	Dr. Anil Kumar P	38
39	Flexible Silicon Hetero-junction Solar Cells: On 40-jm thin Substrate	Dr. Bidyut Ranjan Das Divya Das	39
40	Multi-objective optimization of fuzzy MPPT using improved strength Pareto Evolutionary Algorithm	Tushar Kanta Sengupta Smitasree Jena	40
41	Ripples Amplitude Minimizing of the Output Boost Converter Using MPPT Controller	Manoj Kumar Pattnaik	41
42	Vehicle-Integrated 10-PV Module with III-V and Si Solar Cells	Ajaya Kumar Nishak Ajit Kumar Panda	42
43	Flexible Electronic Skin	Dr. Sudhansu Sekhar Khuntia Bhagyarathi Das	43
44	Facial Liveness Detection	Dr. Sangeeta Peram Kumar Dipika Prasadachari	44

Microsoft Word - Conference_2_2019 12 / 77 | 63%

22	Key Openings and Challenges of Data Relocation in Cloud	Dr. Dharmwar Panda Dilip Kumar Panda	22
23	A Fog Computing Design for Security and Quality of Service	Dr. Subhansu Kumar Pati Vidha Mohanty	23
24	Uncertainty-aware fuzzy multi-agent monitoring of SMIL's sustainable SC	Dr. Sachin Nandan Mohanty Putra Samantaryay	24
25	Big Data Solutions' Security Considerations	Dr. Aurobindo Kar	25
26	The opinion of medical professionals regarding the use of artificial intelligence in Brazil's video-based tuberculosis treatment regimen	Dr. Jhanamanda Mishra	26
27	Preventing Insurance Fraud: A Blockchain-Powered Approach for the Automobile Industry	Dr. Chinmaya Ranjan MD. Sahil Khan	27
28	Using Secure Software Engineering Labs to Implement NICE Job Tasks in Cyber security and Software Assurance	Dr. Tanmaya Kumar Pattnaik	28
29	Engaging Visual Analytics to Make Sense of Large Text	Sachin Kumar Patra Amiya Kumar Sahoo	29
30	Urban Data Science Models and Methods at Scale	Pinaki Bhushan Nayak	30
31	Hybrid Indexing for the Visual Examination of Geo located Time Series	Bhubani Sankar Panda Harapriya Rout	31
32	Frequency-shaped controller to reduce fluctuations between regions in the power system	Dr. Jyoti Prasad Patra Prakash Chandra Sahu	32

Microsoft Word - Conference_2_2019 11 / 77 | 63%

09	Study of Bullying in Banking Industry	Dr. Jyotirmaya Satapathy Sukolaha Srijanika	09
10	Deep Text Summarization using Generative Adversarial Networks in Indian Languages	Dr. Bhanu Prata Subhasmita Das	10
11	A Novel Content Detection Approach for Handwritten English Letters	Ajit Kumar Satapathy Pratiksha Priyadarshini Rout	11
12	A Mathematical Model for the 3D Location Estimation of 2D Echocardiography DATA	Dr. Rama Chandra Dash Suchismita Sarangi	12
13	Integration of a Case Study into Learning Factory for Future Research	Dr. Sandhya Mishra	13
14	Soft Approaches for Education and Training using a Learning Factory	Dr. Chetan Kumar Sharma	14
15	Analysis of Additive manufacturing Contents in mechanical Engineering Degrees at Spanish Universities	Prakash Kumar Shukla Ganesh Kumar Sahoo	15
16	Dynamic fluid flow properties in the transverse fluid-injected hydrogen-fueled scramjet combustor	Dr. Purnamananda Jena Nihar Ranjan Panda	16
17	Wave propagation across lattice structure surface contacts	Bikram Kumar Sahu Dipal Jyoti Sahoo	17
18	Numerical Investigation of the Behavior of Reinforced Concrete Beam Reinforced with FRP Bars	Dr. Harish Chand Giri Pratiksha Bhowan	18
19	Numerical Study on the Effect of Concrete Grade on the CFT Circular Column's Behavior under Axial Load	Dr. Jyotirmaya Acharya Dibyajyoti Nayak	19
20	Performance of Circular Footing on Expansive Soil Reinforced with Geo cells of Chevron Pattern	Narayan Tiadi Santosh Panda	20
21	Reactive Powder Concrete with Steel, Glass and Polypropylene Fibres in a Repair Material	Ankita Jena Santosh Panda	21

Microsoft Word - Conference_2_2019 10 / 77 | 63%

NCSEEE- 2019

Sl. No.	Paper published	Name of the Author	Page No.
01.	Aerborne particulate matter emissions from vehicles linked in micro- and nano-scales: Morphology and chemistry by electron microscopy	Dr.Girija Prasad Sahoo Deepak Nayak	01.
02	New spectral resolution techniques for resolving and determining the components in binary fixed-dose combinations	Dr. Sunita Bal Shakti Ranjan Biswal	02
03	Applying green analytical chemistry (GAC) for development of stability indicating HPLC method for determining clozapine and its related substances in pharmaceutical formulations and calculating uncertainty	Dr. Amit Kumar Jana	03
04	The effect of Equal Channel Angular pressing on the stress corrosion cracking susceptibility of AZ31 alloy in Simulated body fluid	Dr. Supriya Pasayat	04
05	Improving Photo electrochemical Performance of PAN (X-S, Se, Te) thin Films by Electro-oxidation for Cu ²⁺ Detection	Dr. Priyanka Mohapatra Abhishek Biswal	05
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07	Problems Experienced By the Retail Entrepreneurs in India with Special Reference to Delhi NCR	Dr. Mousumi Parida	07
08	Impact of Service Quality Dimensions on Customers' Satisfaction, Retention and Loyalty: Empirical Evidence from Commercial Banks in Kerala	Dr. Tammya Kumar Pradhan	08

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Airborne particulate matter emissions from vehicle brakes in micro- and nano-scales: Morphology and chemistry by electron microscopy

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Gandhi Academy of Technology and Engineering, Bhubaneswar, Odisha, India

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Bhubaneswar, Odisha

ABSTRACT

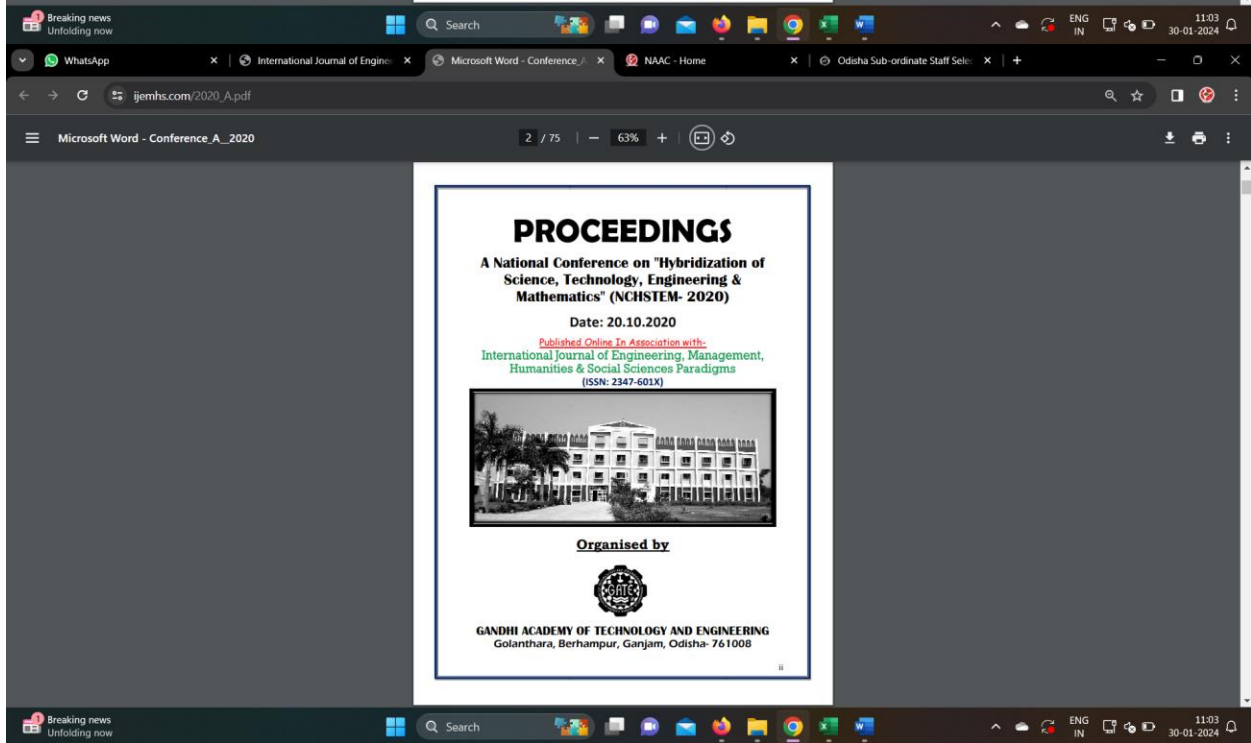
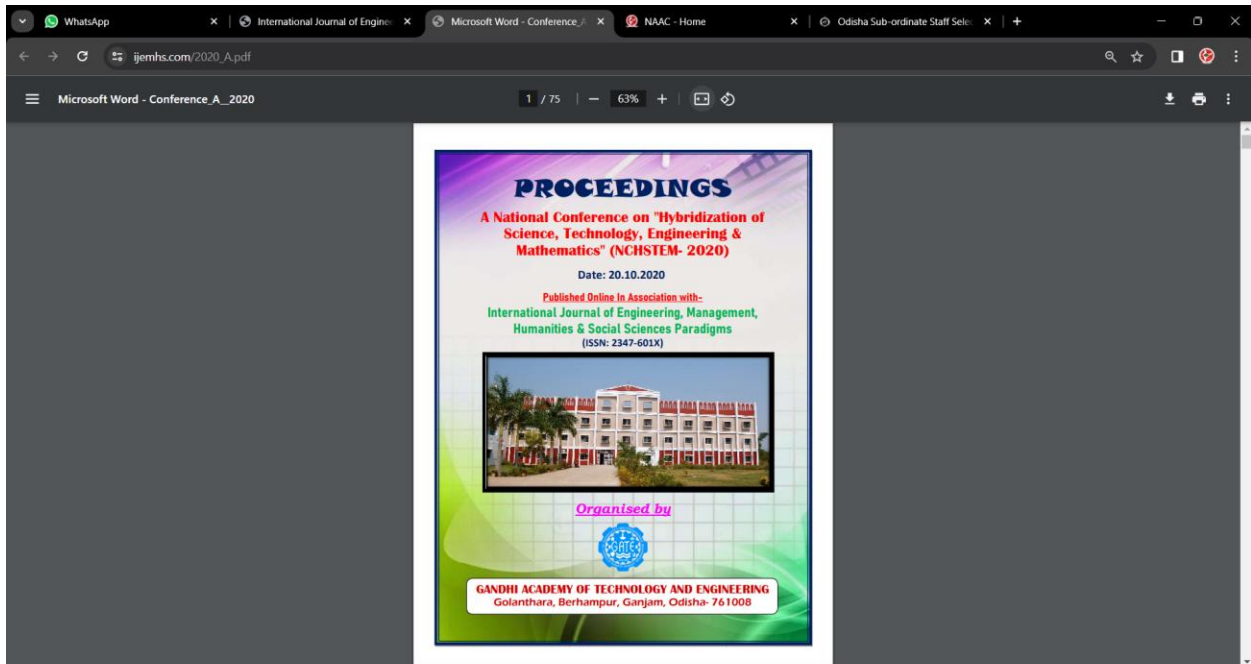
Brake wear particles comprise a critical piece of the non-exhaust related particulate matter (PM) related to traffic. These particles get from different parts of the vehicles' stopping mechanism and were perceived as an significant contamination source as of late. In the current review, electron microscopy was applied to explain brake wear molecule morphology and related compound arrangement. Inspecting was completed on a brake test seat. Particles were gathered on 13 progressive polycarbonate foil sacks and a reinforcement channel through a Dekati Low Tension Impactor (DLPI), in light of the same streamlined molecule distance across. The outcomes uncovered a expansive size range from the miniature to the nano-scale, as estimated on electron magnifying lens pictures, including coarse (2.5-10 µm), fine (0.1-2.5 µm) and ultrafine ones (< 0.1 µm), down to a couple of nanometers. It can't be inferred with conviction how much the molecule size range recognized under the exploratory states of the present concentrate rigorously applies to certifiable circumstances. The singular constituents of the totals have different sizes and compound arrangement.

1. INTRODUCTION

Particulate matter (PM) discharges connected with street traffic stay a huge wellspring of contamination of specific worry for the climate what's more, human wellbeing, particularly in metropolitan regions (e.g. Meester et al., 2012; Pope, 2006). Toxicological and epidemiological examinations uncover a connection between traffic toxins and unfavorable wellbeing impacts (Hoffmann et al., 2007; Maynard et al., 2007; Pope et al., 2002). The strong portion of PM discharges from engine vehicles gets from three fundamental sources: (i) burning and hence connected with the vehicle's exhaust (basically ash); (ii) wear processes inconsequential to burning, characterized as non-exhaust PM; this PM type begins fundamentally from brake and tire wear and (iii) re-suspension of a combination of existing PM worked up from the street surface (Thorpe and Harrison, 2008).

1

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NCHSTEM- 2020

Sl. No.	Paper Published	Name of the Author	Page No.
01.	Inter comparison of NO ₂ , O ₃ and HCHO short column measurements by MAXDOAS and zenith-sky UV-visible spectrometers during CINDI-2	Dr. Girija Prasad Sahoo	01.
02.	Organ metallic compounds in drug discovery Past, present and future	Dr. Sanita Bhal	02.
03.	¹³ C NMR studies of organic and biological molecules in aqueous solution and in the solid state	Dr. Amit Kumar Jana	03.
04.	Thermodynamic analysis of albumin interaction with mesocosium glutamate food additive: Insights from multi-spectroscopic and molecular docking approaches	Dr. Sagarika Pasayat	04.
05.	Characterization of perceptual interactions among ester aroma compounds found in Chinese Mosuo Baijiao by gas chromatography-olfactometry, odor intensity, olfactory threshold and odor activity value	Dr. Priyabrat Mohapatra	05.
06.	A Comparative Analysis of The Theory of Reasoned Action (TRAJ) with The Theory of Planned Behavior (TPB) for the Objective of Understanding Students' Entrepreneurial Intention	Dr. Ramesh Chandra	06.
07.	Entrepreneurship Development: A Study on Women Entrepreneurs of Gobarharia Development Block under Barpeta District	Dr. Mousumi Parida	07.
08.	An Analytical Overview of Investment Strategies	Dr. Tanmaja Kumar Pradhan	08.
09.	Emergence & Evolution of Small Scale Units: A Journey of English	Dr. Jyotirmaya Satapathy	09.
10.	Professional development among English language teachers: Challenges and recommendations for practice	Dr. Bairagi Patra	10.
11.	English writing pedagogy at the crossroads: The case of Odisha	Aji Kumar Satapathy	11.
12.	Graph- Theoretical Derivation of Brain Structural Connectivity	Dr. Rama Chandra Dash	12.

ix

13.	Emergent models in a navigation activity for Learning the slope of a curve	Dr. Sandhya Mishra	13.
14.	Exact and explicit traveling wave solution to the time-fractional Phi-four and (2+1) dimensional CBS equations using the modified extended tanh-function Method in mathematical physics	Dr. Chetan Kumar Sharma	14.
15.	Malaria and COVID-19 co-dynamics: A mathematical Model and optimal control	Prakash Kumar Shukla	15.
16.	Railway wheel-rail noise contact wear and friction	Dr. Paramananda Jena	16.
17.	Experiments on dry and wet ice friction	Bikram Kumar Sahu	17.
18.	Analyzing and Comparing Asphalt Mixtures with Additives and Carbon Reinforcement for Moisture Sensitivity and Mechanical Strength	Dr. Harish Chand Giri	18.
19.	Building a Crash Prediction Model and Applying It to Two-Way Suburban Two-Lane Road (Khar Saura)	Dr. Jyotikam Acharya	19.
20.	Concrete Beams with Post-Fire Tensioned Segmental Behavior under Monotonic Static Loading	Narayan Tadi	20.
21.	Examining the Effects of Cement Kila Dust and Fly Ash Mixture on the Compressive and Strength Properties of High-Plasticity Clays	Anshika Jena	21.
22.	GPS is used to geocode a postal address online while synchronous database access is made	Dr. Dhanswar Parida	22.
23.	Internet of Things Network Security and Uses with Long-Range Technology	Dr. Subhendu Kumar Pani	23.
24.	Face recognition using neuro-fuzzy inference system With feature extraction	Dr. Sachu Nandan Mohanty	24.
25.	Test Automation in Open-Source Android Apps: A Large-Scale Empirical Study	Dr. Anurodha Kar	25.
26.	An Examination of WSN Security Requirements: Emphasizing the Features Associated with Security	Dr. Jhannamunda Mishra	26.
27.	The computer system architecture of our first real-time, real-time adaptive traffic light experiment and queue	Dr. Chinmaya Ranjan	27.
28.	Mid-level Connected Forum Network per Virtualization Massively Parallel Computing System	Dr. Tanmaja Kumar Patnaik	28.

x

29	Energy-efficient data integration through cloud and edge computing collaboration in IoT networks	Sachin Kumar Patra	29
30	Integrating Big Data and Cloud Computing Topics into Computing Curricula: Module Aims Gandhi Academy of Technology and Engineering	Pinkti Bhasan Nayak	30
31	Encapsulated IoT/Systems framework: Proof-of-concept	Bhubani Sanakar Panda	31
32	Development and Simulation of an Integrated Generator-Rectifier System for Offshore Wind Turbines	Dr. Jyoti Prasad Patra	32
33	Implementing Coordinated Control Methods for Synchronizing Synchronous Generators in Power Plants	Dr. Dharmajaya Mahar	33
34	Design and Visualization of Non-Contact Electrical Generators	Dr. Jagdish Chandra Pati	34
35	Analysis of Analog and Digital Noise Generator Characteristics for Protective Devices	Dr. Ajaya Kumar Swain	35
36	Analysis of Dynamic Modes in a Brushless Doubly-Fed-generator for Wind Turbines	Dr. Satyajit Mohanty	36
37	An Experimental Look at the performance of a solar Flat plate collector with triangular Geometry	Dr. Jyoti Prasad Patra	37
38	Single and 3 Levels sensitive load compensation Via Electric Powerfed spring the usage of proportional- Resonant and repetitive controllers.	Dr. Anil Kumar P	38
39	Solar Micro grids: Fast and Accurate Fault Detection, location and classification strategy using on-line phase fit, Current injection Kms', Traveling- waves, and mathematical Morphology.	Dr. Bidyut Ranjan Das	39
40	Energy, Economic and Environmental (3m) Evaluation of a Tank-in-tank solar Cumbi system	Tushar Kanta Satapathy	40
41	Rethinking carbon neutrality supported by energy systems	Manoj Kumar Pattnaik	41
42	Design and implementation of business access control in new generation power grid distribution and control system	Ajaya Kumar Nahak	42
43	Toward a green cloud computing: algorithmic approach for energy minimization in cloud data centers	Dr. Sudhansu SekharKhuntia	43

44	Game- Theoretic Resource allocation to minimize the total energy OF a mobile cloud system	Dr. Sangate Pavan Kumar	44
45	High band VLSI Architecture with low-Radiation large ORB Grid	Dr. Lokanath Sarangi	45
46	Performance Evaluation of memristor, FinFet and Graphene TFFET in VLSI Circuit Usage	Dr. Srinivas Mantha	46
47	Accelerated address in a resistive RAM System using parallel- Freely memory GATES	Dr. Sanjay Kumar Pathi	47
48	Addition, Subtraction and shaped Beam Pattern Synthesis with Unequal Spacing and Phase Control	Dr. Rakesh Mishra	48
49	Navigation System for the Blind- The Third Eye	Dr. Komma Naveen	49
50	Virtual Assistance Car using Raspberry PI	Dr. Bright Anand D	50
51	Developing Smart City Services by Mobile Application	Dr. Mantravadi Lalitha Mahalakshmi	51
52	Impact of repeated heated rolling on the mechanical characteristics and microstructure of 304 stainless steel produced via an aluminothermy reaction	Dr. Nabhi Panigrahi	52
53	An automated transmission silenced tester for wheeled Vehicle's design and development	Dr. Dilip Kumar Biswal	53
54	An overview of the incorporation of thin gradient lattice structures into items produced using additive manufacturing	Dr. Ritajit Sethy	54
55	Synchronization of a dual-exciter coupling with torsion Spring in low-inertia system	Dr. Atul	55
56	Investigation of the mechanical characteristics of titanium alloy using a ball-end milling cutter with micro texture and various cutting edges	Dr. Soma Dubchena	56
57	Numerical modeling of a marine diesel engine's emissions and Performance under various gravity settings	Dr. Bhabani Prasanna Pattnaik	57
58	Learning and using the structure of cleaning tools in a negative pressure reverse circulation wellbore	Dr. P. Palapudani	58

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59	Dual solutions about the critical point in the modeling and analysis of the meso-scale Currents flow with radiative heat flux	Debasish Panda	59
60	Maintaining equilibrium while standing using virtual suspension model control for a four-legged robot	Dinesh Kumar Dal	60
62	Building a Virtual Talent Pool in an Organization	Dr. Bijay Bhujabal	61
63	The Portrayal of Women in Advertising and its effects on target audience: A retrospective Analysis	Dr. SitansuRajguru	62

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Inter comparison of NO₂, O₄, O₃ and HCHO slant column measurements by MAX-DOAS and zenith-sky UV-visible spectrometers during CINDI-2

Dr. Girija Prasad Sahoo
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ABSTRACT

In September 2016, 36 spectrometers from 24 organizations estimated various key air toxins for a time of 17 d during the Second Cabauw Intercomparison exercise for Nitrogen Dioxide estimating Instruments (CINDI-2) that occurred at Cabauw, the Netherlands (51.97 E). We report on the result of the formal semi-blind intercomparison work out, which was held under the umbrella of the Organization for the Discovery of Climatic Synthesis Change (NDACC) and the European Space Organization (ESA). The three significant objectives of CINDI-2 were (1) to portray and better grasp the distinctions between countless multi-pivot differential optical assimilation spectroscopy (MAX-DOAS) and pinnacle sky DOAS instruments and examination techniques, (2) to characterize a powerful technique for execution evaluation of all partaking instruments, and (3) to add to a harmonization of the estimation settings and recovery techniques. This, in turn, makes the capacity to create steady top notch ground-based informational collections, which are a fundamental necessity to produce solid long haul estimation time series reasonable for pattern investigation and satellite information approval.

1. INTRODUCTION

Inactive UV-visible spectroscopy involving dispersed daylight as a light source gives one of the best techniques for routine remote detecting of barometrical follow gases from the ground. While apex sky perceptions have been utilized for a very long while to screen stratospheric gases like NO₂, O₃, Broder and O₃D (for example Nason, 1975; Platt et al., 1979; Solomon et al., 1987; Pommeroy and Goustal, 1988; Richter et al., 1999; Liley et al., 2000; Hendrick et al., 2011; Yela et al., 2017), estimations examining the sky upward at a few fine points among skyline and peak have been laid out more as of late. Notwithstanding complete segments, the MAX-DOAS (multi-hub differential optical retention spectroscopy; Hönninger et al., 2004) strategy likewise permits the detection of in an upward direction settled data on various tropospheric species like NO₂, formaldehyde (HCHO), Broder, glyoxal, H₂O, HONO and SO₂ (see, e.g., Hönninger furthermore, Platt, 2002; Witteck et al., 2004; Heckel et al., 2005; Lee et al., 2008, 2009; Smitich et al., 2010; Friedl et al., 2011; Hendrick et al., 2014;

1

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**The Portrayal of Women in Advertising and its effects on target audiences:
A retrospective Analysis**

Dr.SitanathRaiguru
Professor, Department of MBA
Gandhi Academy of Technology and Engineering,Berhampur, Odisha, India

ABSTRACT

Today, advertising is a key driving force behind varied conceptions of beauty. Models with revealing clothing, fair skin, and bare midriffs are the ones who play influential paradigmatic roles in society, not "size-zero" models. Such methods are troublesome for India because the media's definition of beauty is heavily westernized. The feminist movement and the evolution of women's positions in society have sparked a lot of academic interest in how women are depicted in advertising. Traditional representations of housewives, women who rely on a man's protection, and depictions of sexual objectification were common in early studies. For more than four decades, advertisers have been accused of employing inappropriate and degrading stereotypes when it comes to the representation of women in advertising. This is a major worry in the United States right now. Despite the fact that a reduction in gender stereotyping would be reasonable, this does not appear to be the case in today's culture, which maintains many gender roles. There is a plethora of information available in the literature: Female stereotyping is alive and well, according to studies, even if it takes on different forms and patterns now than it did in the past.

Keywords: Marketing, television commercials, advertising, portrayal of women, Indian media


1. INTRODUCTION

Marketing is frequently described as a battle for consumer attention. The major goal in today's dynamic business environment is to attract customers, but the question remains as to how low one can go to acquire this fleeting appeal. Is it acceptable to denigrate women and portray them as sexual objects in order to elicit a second look at the advertisement? Though not universally embraced and derided by many, the use of overt sexual appeal in advertising has expanded significantly. According to literature, such explicit portrayals only cause a major outcry and a poor perception of the company in the long run. "Advertiser's main aim is to increase sales through positive impressions on audiences, about their products and services, by grabbing their attention, through persuasion in a very short span of time; before turning the page of a magazine/ newspaper, before changing the channel of the TV."

62

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Pg. ii

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17	Security of Quantum Cryptography for The Internet of Things	Bikram Kumar Sahu	17
18	Prioritizing and Identifying the Elements Influencing The Road Freight Accidents Model	Dr. Harish Chand Gaj ¹ Dr. Rina Rani Rathi ²	18
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pg. xi

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31	Efficiently Mining Co-location Patterns for Range Query	Bhushan Sankar Panda ¹ Jagan Data Bahara ²	31
32	Hybrid Drive systems for self-stead vehicles with Power trailers for use in arctic regions	Dr. Jyoti Prasad Patna ¹ , Shobhan Kumar Patna ²	32
33	App Store Framework and Technology in a new generation of power grid distribution and control systems	Dr. Dharmajaya Mahar ¹ , Padarbandu Panda ²	33
34	Enhanced Fault-Tolerant A-Source Inverter-Fed PMSM Drive for Electric Vehicles	Dr. Jagadeesh Chandra Pati ¹ , Gouri Sankar Panda ²	34
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38	Modeling of Double Emergical Synchronous Generator With slip resonance excitation	Dr. Aral Kumar P	38
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42	The Impact of Cracked Solar Cells on Solar Panel Energy Delivery	Ajaya Kumar Swain ¹ , Gouri Sankar Panda ²	42
43	Intelligent Patient Health Monitoring system use of BOT	Dr. Sukhmanu Sankar Khuntia ¹ , Dr. Sanjota Palo ²	43
44	A Voice based Navigation System for the Blind and An Ultrasonic Sensor	Dr. Sangate Pawan Kumar ¹ , Kunja Bihari Nanda ²	44
45	Smart Fabrics	Dr. Lokanath Sarangi ¹ , Kunja Bihari Nanda ²	45

pg. xii

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46	Plasma Antenna	Dr. Srinivas Moudha ¹ , Parveen Kumar Patra ²	46
47	Internet of things for Smart Crime Detection	Dr. Sanjay Kumar Pathy ¹ , Partha Sarathi Pathy ²	47
48	Voltage Drop and Surge Compensation with a DVR based on an Asymmetric Multi-element Cascade Converter	Dr. Rakesh Mathibakuru ¹ , Sumit Patra ²	48
49	Improved Microprocessor based Smart System For Home Appliances	Dr. Kamini Nerves ¹ , Tanya Kumar Panda ²	49
50	Network Penetration security Survey a Reception System based on machine learning	Dr. Bright Anand D ¹ , Jinu Satpathy ²	50
51	Clustering under – Sampling data for improving the performance of intrusion Detection System	Dr. Manzarul Huda ¹ , Mahabubul ² , P.S. Pathy ³	51
52	An overview of how fretting fatigue behavior is affected by Cyclic Contact Loading	Dr. Nabini Panigrahi ¹ , Rakesh Ranjan Palai ²	52
53	Utilizing a tunnel boring equipment with a high-pressure Water jet to crush rock	Dr. Dilip Kumar Biswal ¹ , Jaydeep Sahu ²	53
54	Using fuzzy theory and dynamic equations, an energy control system for a parallel hybrid power system is developed.	Dr. Ritajit Saha ¹ , Jaganmoh Pathy ²	54
55	Analysis and testing of HMT stationary shift control with the impact of oil bulk modulus taken into account	Dr. Anil ¹ , Rajesh Das ²	55
56	Modifiable pseudo-rigid body model for generalized cross-spring pivots under coupled loads	Dr. Soma Dalbhehra ¹ , Khetra Mohan Saha ²	56
57	Assessment of the collaborative robot UR5's unidirectional posture accuracy and repeatability	Dr. Bhabani Prasanna Pattanai ¹ , Khetra Saha ²	57
58	Enhancement of bellows noise reduction efficiency using multilayer perforated patch	Dr. P. Palapoudian ¹ , Arin Kumar Swain ²	58
59	The use of a step-by-step design approach based on numerical simulations to a multi-stage multiphase pump	Debasish Panda ¹ , Dr. Sujata Panda ²	59
60	Program creation for low pressure water jet cleaning patterns and performance assessment	Dinash Kumar Das ¹ , Rajesh Das ²	60
61	Training and Development	Dr. Bijay Bhujabal ¹ , Uma Sankar Pan ²	61
62	A Work-Life Balance: Prospects and Retrospect	Dr. Sitanath Rajguru ¹ , Rajesh Saha ²	62

pg. xiii

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Experimental methods in chemical engineering: Transmission electron microscopy—TEM

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ABSTRACT
 On account of a speeding up voltage in the scope of 30 to 300 kV, an electron pillar can go through a slim example and structure a picture with sub-Angstrom spatial goal. While imaging on a slight glaucoma example, the quick electrons disperse and diffract. The communicated electron design relies upon the neighborhood thickness, thickness, gum construction, and synthetic nature of the example. The transmission electron magnifying instrument (TEM) shapes the approaching electron bar utilizing attractive focal points onto the example and, utilizing an alternate set of attractive focal points, centers the projected electron example to a camera. The last picture amplification and difference are controlled utilizing the boundaries from the electron lenses, openings situated along the optical way, and attractive focal points. With this mix of focal points and gap, TEM offers two potential methods of activity, (a) imaging, including high-goal electron microscopy to uncover the size, shape, crystallinity, and morphology of materials.

Keywords: Electron diffraction, interfaces, metrology, nanomaterials, transmission electron microscopy

1. INTRODUCTION
 The examination of novel materials' design and arrangement joins amalgamation to application and conveys data on morphology, glaucoma stages, and basic content. North of twelve instruments and strategies have been created to gauge these properties from the sub-nano scale to mass solids 10 sets of greenness bigger (Figure 1). Transmission electron microscopy (TEM) is a center portrayal method to study nanomaterials and is one of only a handful of exceptional methods that catches morphological, crystallinity, and substance data under 100 nm and, surprisingly, down to 0.060 nm to assist with upgrading material union, use, and debasement. The high spatial goal joined with the frequently insensitive and insensitive pictures that can be gotten make TEM a most loved strategy for some scientists.


pg. 1

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Pg. ix

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12	Design of a nonlinear model for the propagation of COVID-19 and its efficient nonstandard compartmental implementation	Dr. Rama Chandra Dash	12
13	Valuation of electricity storage contracts using the COS method	Dr. Sandhya Mishra	13
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18	A Comparative Study of Mt. Kushin/Sag-Based Geo polymer/Mortars Incorporating Natural/Recycled Sands	Dr. Harish Chand Giri	18
19	Characteristics of Foamed Concrete Containing Ultra-fine Dust Sand of the Yangtze River	Dr. Jyotikumam Acharya	19
20	Daily Maximum Rainfall Forecast Affected by Tropical Cyclones using Grey Theory	Narayan Tiadi	20
21	Effect of Strippability Behavior of Semi-Precast Concrete Slabs	Ankita Jena	21
22	Maintenance and Management of Computer Network Security in the Big Data Era	Dr. Dhyanwar Parida	22
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Pg. x

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24	Face recognition using neuro-fuzzy inference system With feature extraction	Dr. Sachi Nandan Mohanty	24
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26	Versatile robot collaboration with impediments control based on counterfit insights	Dr. Jhanumanda Mishra	26
27	Applications of LORA-Based Sensor and Actuator Networks in Smart Livestock Farming	Dr. Chinmaya Ranjan Pattnaik	27
28	Bayesian Stackelberg Ludoj per Cyber Security Decision Support	Dr. Tanmaya Kumar Pattnaik	28
29	Romanian Lexical Resources Interconnection	Sachin Kumar Patra	29
30	Cyber security Research Communities: A Comprehensive Literature Review	Pinaki Bhuvan Nayak	30
31	DDPM: A Data Duplication Strategy for Distributed Mining	Bhubani Sankar Panda	31
32	A 32 K/W Power-Dense Six-Phase Dual-Interleaved DC-DC Buck-Boost Converter with Three Inverter Phase Transformer	Dr. Jyoti Prasad Patra	32
33	A Fault Tolerant Inverter with SCADA Communication Functionality for Photovoltaic Program	Dr. Dharmajaya Mahar	33
34	Advanced High-Frequency Fiber Bragg Grating Acceleration Sensors for Monitoring Transmission Line Galloping	Dr. Jagadish Chandra Pati	34
35	Capacity Allocation of Heat Accumulator in Combined Heat and Power Plant	Dr. Ajaya Kumar Swain	35
36	Creating an Experimental Scale Model of Frequency-Dependent Transmission Lines	Dr. Satyajit Mohanty	36

pg. xi

Microsoft Word - Conference_A_2021 12 / 75 | 63%

37	Decentralized Estimation Techniques for Power Transmission Line Two-Port Equivalents	Dr. Jyoti Prasad Patra	37
38	Energy Storage Configuration Method Based on Wind and Solar Volatility	Dr. Anil Kumar P	38
39	Examining Electromagnetic Interactions in Periodically Corrugated Transmission Lines via Mutual Capacitance and Mutual Inductance Analysis	Dr. Bidyut Ranjan Das	39
40	Exploring Edge Computing for Monitoring Transmission Line Galloping	Tushar Kanita Satapathy	40
41	Fault Localization in Overhead Transmission Lines Using Magnetic Signatures and the Extended Kalman Filter	Manoj Kumar Pattnaik	41
42	Frequency Control and Energy balancing in a hybrid Renewable Energy Device	Ajaya Kumar Nahak	42
43	False Target Alarm Transmission by linear Frequency Modulation Radar & QoS	Dr. Suthansu Sekhar Khuntia	43
44	Fusion of SAR and optical Imaging for Remote sensing Applications	Dr. Sangati Pyvin Kumar	44
45	A Real-Time in-Vehicle A/R Quality Monitoring System Using A Machine Learning Prediction Algorithm	Dr. Lekanath Sarangi	45
46	Health Monitoring System with GSM Modem	Dr. Steeniva Mantha	46
47	Circularly Polarized MISMO Antenna for Wireless use	Dr. Sanjay Kumar Padhi	47
48	Water Quality Monitoring System	Dr. Rakesh Mishkuru	48
49	Diabetic Retinopathy using a convolutional Neural network (CNN)	Dr. Kommu Navene	49

pg. xii

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50	Toll Collection System Using Image Processing	Dr. Bright Anand D	50
51	Implementation of BRIS Scanning- Using Color Detection and Scale Invariant Feature Transform (SIFT)	Dr. Manravali Lalitha Mahalakshmi	51
52	Double ball motor control valve-based cooling system	Dr. Nabini Panigrahi	52
53	Vibration reduction approach of the solar array driving system with many degrees of freedom	Dr. Dilip Kumar Biswal	53
54	The design and study of a new parallel micromanipulator that complies with 3-DOF over a vast range	Dr. Ritajjali Seby	54
55	In the event of a slide, stability and control of the nonlinear system for a tractor and N trailer	Dr. Atul	55
56	A two-phase level-set technique numerical investigation of droplet splitting in branching T-shaped micro channel	Dr. Soma Dubehara	56
57	Analyses on the closed-loop systems gouting Robot's trajectory planning	Dr. Bhabani Prasanna Pattanai	57
58	An unstable squeezing flow of heat and mass transfer behavior between parallel plates using a Levensberg-Marquardt back propagation technique	Dr. P. Palapudani	58
59	Impact of clearance on 2D piston pumps' Volumetric efficiency	Debasish Panda	59
60	Industrial robot with elastic joints under feed-forward control using a hybrid inverse dynamic model	Dinesh Kumar Dal	60
62	Effect of Increasing Imitation Skill On Identification of Forged Signatures	Dr. Bijay Bhujabal	61
63	Human Resource Information System: A Case Study of Polyhedron Group Company	Dr. Sitamath Raigara	62

pg. xiii

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Single gold nanocluster probe-based fluorescent sensor array for heavy metal ion discrimination

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ABSTRACT

There is a proceeding with popularity to plan compelling sensors for the assurance of weighty metal particles (HMs) since they are risky to both human wellbeing and the climate. In this review, we revealed an easy fluorescent sensor cluster for quick segregation of HMs in view of a solitary gold nanocluster (AuNC) test. This AuNC test was ready by utilizing 2-mercapto-1-methylimidazole (MMI) as a ligand and polyvinylpyrrolidone (PVP) as a scattering specialist. The fluorescence emanation of PVP/MMI-AuNC was seen to be firmly connected with the pH worth of the watery arrangement, which presentations yellow ($\lambda_{max} = 512 \text{ nm}$) and red ($\lambda_{max} = 700 \text{ nm}$) fluorescence at pH 12.0 and 6.0, individually. Further trials demonstrated that different HMs can create differential outcomes on the photoluminescence of PVP/MMI-AuNC and subsequently produce particular fluorescent reactions at 512 and 700 nm. Based on this peculiarity, a fluorescent sensor exhibit in light of the PVP/MMI-AuNC was then constructed by just changing pH esteem in the sensor component.

INTRODUCTION

Weighty METAL Particles represent an extreme danger to human wellbeing and the environment inferable from their non-biodegradability and high poisonousness (Quang and Kim 2010; Unnikrishnan et al. 2021). As needs be, the plan of effortless, quick, and dependable techniques for the assurance of HMs is fundamental for safeguarding natural climate and working on general wellbeing. Various logical methods, for example, nuclear assimilation spectroscopy (Safari et al. 2018), inductively coupled plasma outflow spectroscopy (Ebrahimi-Najafabadi et al. 2019), inductively coupled plasma mass spectroscopy (Alkas et al. 2017), and X-beam fluorescence spectroscopy (Hutton et al. 2014), have been utilized to screen HMs.

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Pg. ix

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10 / 75 | 63%

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Pg. x

Microsoft Word - Conference_B_2021_I_ 11 / 75 | 63%

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32	Grid-connected Power Control for Power Generation of Wind Turbine	Dr. Jyoti Prasad Patra ¹ , Subhramanya Nayak ²	32
33	Integrating Modal Domain Transmission Line Models into ATP Software	Dr. Dharmajaya Mahar ¹ , Sankanta Sahoo ²	33
34	Introducing a New Lightning Disturbance Identification Method for HVDC Transmission Lines Using CEEMD-HHT	Dr. Jagadish Chandra Pati ¹ , Debasish Pattnaik ²	34
35	Manufactured Neural Organic-Supported Transformer	Dr. Ajaya Kumar Swain ¹ , Saham Parween ²	35
36	Refinement of a Scaled-Down Frequency-Dependent Transmission Line Model	Dr. Satyaji Mchuray ¹ , Abhishek Paray ²	36
37	Single Pole-to-Ground Fault Detection in MMC-HVDC Transmission Lines Using Voltage Correlation	Dr. Jyoti Prasad Patra ¹ , Sudhlipa Das ²	37

pg. xi

Microsoft Word - Conference_B_2021_I_ 12 / 75 | 63%

38	Innovation for prospective electricity source through solar celllar	Dr. Anup Kumar P ¹ , Srikant Kumar Parida ²	38
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40	Solar panel performance enhancement using water filter	Tushar Kanta Satapathy ¹ , Sreenivas Pekal ²	40
41	Time-Domain Fault Localization Technique for Double-Circuit Transmission Lines Linked to Extensive Wind Farms	Manoj Kumar Pattnaik ¹ , Biswajit Dash ²	41
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44	Estimation of Blood Glucose level by BROSNSOR	Dr. Saigant Pawan Kumar ¹ , Navech Chandra Nayak ²	44
45	Lung Cancer Staging Based on Tumor Size: Application of Segmentation and Feature Extraction in medical image Processing	Dr. Lokanath Sarangi ¹ , Bikash Chandra Sahoo ²	45
46	Face Mask Detection using HETSON NANO	Dr. Srinivas Maitha ¹ , Bhagyarekha Parida ²	46
47	Eye ball movement based Wheel Chair Using RASPBERRYPI	Dr. Sanjay Kumar Padhi ¹ , Pradepto Achh ²	47
48	Facial Emotion Recognition using Deep Learning	Dr. Rakesh Mrbhakura ¹ , Satyabrata Kar ²	48
49	Square L- Shaped and inverted L- Shaped Grooved AMC Structure for Wi-Fi Applications	Dr. Krunal Naveen ¹ , Surya Prakash Mishra ²	49
50	Dual Frequency Reconfigurable antenna using DCS	Dr. Bright Anand D ¹ , Bhikshamunda Parida ²	50
51	DWT-SVD based Digital Video Water marking	Dr. Mantraanadi Lalitha Mahalingam ¹ , Pradeep Kumar Swain ²	51

pg. xii

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53	Multi body dynamics based dynamic input load assessment of a recreational vehicle frame hybrid modeling verified with comprehensive analytical and experimental modeling data	Dr. Dilip Kumar Biswal ¹ Pradyumna Rout ²	53
54	Preliminary investigation of a substitute technology for air conditioning duct flow rate measurement and control	Dr. Ratnaji Sethy ¹ Sanjeev Kumar ²	54
55	Research on thrust disk performance as a backup propeller	Dr. Anil ¹ Kajal Lochan Panigrahy ²	55
56	Measuring a jet valve's switching mechanism numerically with The Mesh less approach	Dr. Soma Dasbhadra ¹ Rishwanth Choudhury ²	56
57	Investigation of the longitudinal vibration of a mine hoisting rope under the influence of ADAMS disturbance excitations	Dr. Bhobani Prasanna Pattanaik ¹ Debpritya Chinnmayor Jena ²	57
58	Design and study of the external needle pipe climbing robot's mechanical structure	Dr. P. Palipundam ¹ Subhakarita Sahoo ²	58
59	An inventive screw vacuum pump concept featuring a smooth rotor profile and meshing clearance	Dr. Debashish Panda ¹ Subhasmita Das ²	59
60	Reduced energy consumption in mechanical crank press drives	Dinesh Kumar Hal ¹ Helena Mahanty ²	60
62	Status of ICT in Teaching Learning Process with Relevance to NEP 2020 Curriculum Structure	Dr. Bijay Bhujahal ¹ Debi Prasad Parida ²	61
63	The Impact of Online Learning Strategies On Students Academic Performance with its Merits and Demerits	Dr. Sitansu Rajgura ¹ Dilip Jena ²	62

pg. xiii

26°C Haze | Search | ENG IN | 11:36 30-01-2024

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Cathode-Electrolyte Interphase in Lithium Batteries Revealed by Cryogenic Electron Microscopy

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ABSTRACT
 Cathode electrolyte interphase (CEI), the private covering layer shaped on the positive anode, has been believed to be basic. Nonetheless, numerous parts of CEI stay unmodified. This begins from the absence of successful devices to describe underlying and substance properties of these tough interphases at nanoscale. Here, we foster a convention to safeguard the local state and straightforwardly picture the point of interaction on the positive terminal utilizing cryogenic electron microscopy. We find that under typical activity conditions, there doesn't exist a close covering layer at the single-molecule level in carbonate-based electrolyte. Notwithstanding, upon brief outer electrical shorting, a strong electrolyte interphase, which generally shapes on anodes, could shape on cathodes and be electrochemically changed over into a stable, conformed CEI in situ.

INTRODUCTION
 Lithium-particle batteries, the cutting edge auxiliary battery innovation, have reformed present day energy capacity. Because of the super working possibilities of both the positive and negative terminals, new strong stages, with an electrolyte nature, structure at the anode electrolyte interface through electrochemical disintegration of the electrolytes. These supposed strong electrolyte interphases (SEI) impact the addition of Li⁺ from the solvated stage into the strong stage and comprise the rate-restricting step for lithiation of most terminal materials. Given the significance of these interphases to the battery execution, there has been broad portrayal of them in various frameworks utilizing different methods. In any case, in contrast to the negative cathode (anode) SEI, the SEI on the positive terminal (cathode), or cathode-electrolyte interphase (CEI), has been less completely contemplated.

pg. 1

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