



# AMITY UNIVERSITY RAJASTHAN

## Rajasthan Science Congress

13<sup>th</sup> – 15<sup>th</sup> October 2017



### TENTATIVE SCHEDULE

#### October 13, 2017

08:00 AM - 09:00 AM	Registration Venue - Block - A												
09:00 AM - 10:25 AM	Inauguration Venue: Auditorium												
10:25 AM - 11:00 AM	Tea / Coffee (Seminar Hall - Block A)												
11:00 AM - 11:40 AM	PLENARY TALK – I (Auditorium) Dr. Mangala Rai Former Secretary, DARE and Former DG, Indian Council of Agricultural Research												
11:40 AM - 12:20 PM	PLENARY TALK – II (Auditorium) Dr. K. J. Ramesh Director General, India Meteorological Department, Ministry of Earth Sciences, New Delhi												
12:20 PM - 01:00 PM	PLENARY TALK – III (Auditorium) Mr. Stewart Davis Director of Programs, U.S. Embassy New Delhi												
01:00 PM - 02:00 PM	Lunch												
02:00 PM - 03:45PM	Technical Session – I	Technical Session – II	Technical Session – III	Technical Session – IV	Technical Session – V	Technical Session – VI	Technical Session – VII	Technical Session – VIII	Technical Session – IX	Technical Session – X	Technical Session – XI	Technical Session – XII	Technical Session – XIII
	LT – 31, Block E	Seminar Hall - 2nd Floor Block - A	LT – 22, Block E	Seminar Hall (Ground Floor) - Block B	Auditorium	LT – 01/12, Block A	Seminar Hall (Third Floor) - Block D	New Moot Court Block D	LT - 11,LT 13Block A	Seminar Hall 1 st Floor Block D	Ground Floor ASAP, Block -E	LT – 04, Block B	LT – 02, Block A
	Theme: Climate Change Vulnerability Assessment & Adaptation	Theme: Functional Genomics and Biotechnology for Sustainable	Theme: Digital India (AIIT)	Theme: Automation-today's innovation (ASET)	Theme: Digital India for Sustainability (ASCO)	Theme: - Economic, social and environmental sustainability (ASL)	Theme: Workshop on Goat Husbandry (AIMT)	Theme: - Peace, Justice and Strong Institutions (ALS) Track -	Theme: Economic, Social and Environmental Sustainability (ABS) Track - Nation	Theme: Digital India Sustainability (ASCO) Track - Science Communicati	Inauguration of the Exhibition of Student Work	Theme: Recent Innovation in Mathematics in the Field of Engineering & Applied	Theme: Technology, Society and Ethics (AIBAS)

*\*The Plenary talks will be telecasted at Four venues. ( Seminar Hall – Block A; Moot Court – Block D; Seminar Hall – Block – B; LT – 31 – Block – E)*

	<b>(Amity COAST)</b>	<b>Development (AIB)</b>				<b>Track:</b> Ecology and World Literature from Interdisciplinary Perspective: ECOLIT 2017		Sustainable Development and environment	Building through Education & Beyond	on through Social Media		<b>Sciences (ASAS)</b>	
	<b>Keynote Talk:</b> - Prof. S.K. Dash  - Dr. Gufran Beig  - Prof. S.N Tripathi,	<b>Registered Talks :</b> - Dr. Pranab Kr Mandal  - Dr. Subodh Sinha  -Prof. Manju Anand  - Dr. poli Yugandhar  - Dr. Prashant Singh  -Mrinalini Prasad	<b>Keynote Talk:</b> - Dr. Ajeet Singh Poonia	<b>Keynote Talk:</b> - Prof. Vivek Bajpai	<b>Keynote Talk:</b> Dr Ashish Rao	<b>Keynote Talk:</b> - Prof. Ajith Kanna	<b>Inauguration of the workshop</b> -Dr M. S. Chauhan  - Dr Arun Kumar Tomar,  <b>Interactive Session - I</b> - Dr M. S. Chauhan  - Dr Arun Kumar Tomar - Dr S. D. Kharche	<b>Keynote Talk:</b> - Prof. Satish C Shastri	<b>RSC2017 - Business Plan Competition</b>	<b>Keynote Talk:</b> - Dr. V.P. Singh	Paper Presentations  <b>Chair by :-</b> Ar. Pratheek Sudhakaran/.  <b>Rapporteur :</b> Ar. Abhishek Sharma	<b>Keynote Talk:</b> - Prof. Rajbali  - Dr O P Gupta	<b>Keynote Talk:</b> - Prof. Jitendra Mohan
	Paper Presentations	- Paper Presentation	Paper Presentations  <b>Chair by Dr. Savita Shiwani</b>  <b>Rapporteur : Dr. Swapnesh Tetreh</b>	Paper Presentations  - <b>Chair by</b> Prof. Vivek Bajpai  <b>Co chair by Mr.</b> Ashutosh Tripathi/ Dr. Sandeep Kumar  <b>Rapporteur : Ms.</b> Sangeeta Shekhawat	<b>Film Festival</b>  <b>Chair by</b> Dr Ashish Rao  <b>Co Chair by Dr. Ruchi Singh Gaur</b>	Paper Presentations  <b>Chair by:</b> Dr. Dipa Chakrabarti	Interactions, with farmers, students, field veterinarians and entrepreneurs	Paper Presentations Chair by - Prof. Satish C Shastri  <b>Co-chair:</b> Dr S.P.Meena		Paper Presentations  <b>Chair by Dr. V.P Singh</b>  <b>Co-Chair by Dr. Ruchi Singh Gaur</b>	Paper Presentations	Paper Presentations  <b>Chair by Dr. Jagdeesh Prasad</b>	Paper Presentations  <b>Chair by Dr. Payal Chandel</b>

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03:45 PM - 04:00 PM															Tea / Coffee Break																			
04:00 PM - 06:00 PM		<b>Keynote Talk:</b> Prof. P Bhaskaran, - Dr. Sabhyata Bhatia - Dr. A Sarkar - Dr. Aminul Islam - Dr. Santosh Kumar - Dr. Chandra Kant			Paper Presentations			- Dr. Millie Pant			<b>Film Festival</b>			- Paper Presentations Interactions, with farmers, students, field veterinarians and entrepreneurs			<b>Track:</b> Sustainable Development In India And State Of Rajasthan  <b>Keynote Talk:</b> - Prof.(Dr.) R. N. Sharma			<b>RSC2017 - Business Plan Competition</b>			Paper Presentations			<b>Keynote Talk:</b> -			Paper Presentations			<b>Keynote Talk:</b> Prof. Jamuna Rajeswaram		
		Paper Presentations			Paper Presentations			Paper Presentations <b>Chair by :-</b> Dr. Millie Pant & <b>Co- Chair by</b> Mr. S K Singh  <b>Rapporteur :</b> Ms. Vaishali Yadav			Paper Presentations			Paper Presentations - <b>Chair by :</b> Prof.(Dr.) R. N. Sharma <b>Co-chair Dr.</b> Ajayvarshan Acharya						Paper Presentations			Paper Presentations			Paper Presentations <b>Chair:</b> Dr. Komal Verma								
07:00 PM - 08:00 PM															<b>Cultural Program</b> <b>Venue: Auditorium</b>																			
<b>October 14, 2017</b>																																		
08:00 AM - 09:00 AM															Registration <b>Venue: Block - A</b>																			
09:00 AM - 09:45 AM															<b>PLENARY TALK – IV (Auditorium)</b> <b>Prof. (Dr.) P. B. Sharma</b> <b>President Association of Indian Universities (AIU)</b> <b>Vice Chancellor Amity University, Gurugram</b>																			
09:45 AM - 10:30 AM															<b>PLENARY TALK – V (Auditorium)</b> <b>Prof. (Dr.) R. D. Tyagi</b> <b>Academician, European Academy of Sciences &amp; Arts, Canada Research Chair,</b> <b>INRS-ETE, Quebec University, Canada</b>																			
10:30 AM - 11:00 AM															Tea / Coffee <b>(Moot Court - Block A)</b>																			
11:00 AM - 01:00 PM		<b>Technical Session – XIV</b>		<b>Technical Session – XV</b>		<b>Technical Session – XVI</b>		<b>Technical Session – XVII</b>		<b>Technical Session – XVIII</b>		<b>Technical Session – XIX</b>		<b>Technical Session – XX</b>		<b>Technical Session – XXI</b>		<b>Technical Session – XXII</b>		<b>Technical Session – XXIII</b>		<b>Technical Session – XXIV</b>		<b>Technical Session – XXV</b>		<b>Technical Session – XXVI</b>		<b>Technical Session – XXVII</b>		<b>Technical Session – XXVIII</b>				

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LT –31, Block E	Seminar Hall - 2nd Floor Block - A	LT – 11, Block B	LT – 22, Block E	Auditorium	LT – 04, Block B	Seminar Hall – Block B	Seminar Hall (Third Floor) - Block D	Moot Court Block D	Seminar Hall 1st Floor Block D	LT –13, Block A	Auditorium	LT – 04, Block B	LT – 02, Block A	Conference Room Block A
<b>Theme: Climate Change Vulnerability Assessment &amp; Adaptation (Amity COAST)</b>	<b>Theme: Genetically Modified Crops for Biotic and Abiotic Stress Tolerance (AIB)</b>	<b>Theme: Emerging Trends in Physical Sciences (SETPS 2017) (ASAS)</b>	<b>Theme: Digital India (AIIT)</b>	<b>Theme: Digital india for Sustainability (ASCO)</b>	<b>Theme: Science &amp; Technology for Sustainable Environment (ASAS)</b>	<b>Theme: Industry Innovation (ASET)</b>	<b>Theme: Workshop on Goat Husbandry (AIMT)</b>	<b>Theme: - Peace, Justice and Strong Institutions (ALS) Track - Sustainable Development Across the Globe/International Scenario</b>	<b>Theme: Digital India Sustainability (ASCO) Track - Science Communication through Social Media</b>	<b>Theme: Industry, innovation, infrastructure &amp; Soft Skill (ASCENT)</b>	<b>Theme: International Symposium on Globalization in Tourism (ASH)</b>	<b>Theme: Recent Innovation in Mathematics in the Field of Engineering &amp; Applied Sciences (ASAS)</b>	<b>Theme: Technology, Society and Ethics (AIBAS)</b>	<b>Theme: Return to Nature: Eco-criticism and Beyond</b>
<b>Keynote Talk:</b> - Prof. Ajit Tyagi, - Prof. V. K. Soni	<b>Keynote Talk:</b> - Prof. Takabe, - Prof. RC Bhattacharya, - Prof. R.Srinivasan, - Prof. SR Bhat, - Prof. A. Sirohi,	<b>Keynote Talk:</b> - <b>Prof. Y.K.Vijay</b> - Dr Anshuman Dalvi	<b>Workshop on Basics of Red Hat Linux, Cloud Computing &amp; Python</b> - Mr. Rajat Goyal - Mr. Sachin Yadav - Mr. Shivam Sharma	<b>Keynote Talk:</b> - Dr Ashish Rao	<b>Keynote Talk:</b> Prof. D.D.Ojha Dr. Ragini Gupta Dr. Vivekanand,	<b>Paper Presentations</b>	<b>Interactive Session – II (Small Ruminants Health &amp; Management of Diseases)</b> - Dr S. V. Singh - Dr B. S. Chandel - Dr B. K. Mathur	<b>Keynote Talk:</b> - Prof. S. Sivakumar	<b>Keynote Talk:</b> Prof. Anubhuti Yadav  Dr. Faisal Haq	<b>Keynote Talk:</b> - Prof. Sunil Bhargava, Kota - Dr. Sanjay Arora  - Ms. Garima Sehgal	<b>Keynote Talk:</b> - Dr. Marina Targakova, - Dr. Alexander Usanin	<b>Keynote Talk:</b> - Dr. Rajeev Kumar	<b>Keynote Talk :</b> Mr. Mahendra Kumat; Chair: Prof. R. N. Sharma Co-Chair: Dr. Suyesha Singh	<b>Keynote:</b> Prof. Nibir Ghosh
Paper Presentations	Paper Presentations	Paper Presentations  <b>Chaired by Prof. Jagdesh Prasad &amp; Co-</b>		Film Festival	Paper Presentations  <b>Chaired by Dr. Vivekanad Co-Chaired by Dr N.P Lamba</b>			Paper Presentations  <b>- Co chair</b>  Rear Admiral H.Gupta (Retd.) (ALS)	Paper Presentations  <b>Chaired by Dr. Ruchi Singh Gaur</b>	Paper Presentations  <b>Chaired by Dr. Sanjay Arora &amp; Co-Chaired by Ms. Garima Sehgal</b>	<b>Keynote Talk:</b> - Dr. Prabu Patri Das, President	Paper Presentations	Paper Presentations	Paper Presentations

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			Chaired by Dr. Kanad Ray												Chaired by Dr Dipa Chak barti
01:00 PM - 02:00 PM	Lunch														
02:00 PM - 03:45 PM	<b>Keynote Talk:</b> - Prof. O.P. Sharma, - Prof. PCS Devara,  Paper Presentati ons	<b>Keynote Talk:</b> - Prof Pental, - Prof N K Singh - Dr R P Sharma - Prof Alka Vyas, ,	<b>Keynote Talk:</b> - Dr Sushil Jain, <b>Prof. Y K Vijay &amp; Co- Chaired by Dr. UK diwedi</b>	Paper Presentati ons  <b>Chaired by Mr. Gaurav Saluja &amp; Co-Chaired by Ms. Mushkan Baijal</b>	Film Festival	Paper Presentations	Paper Presentations	- Dr B. K. Mathur  <b>Industry- Academia- Farmer Interaction</b>	<b>Track -</b> Constitution of India and Sustainable Development <b>Keynote Talk:</b> Hon'ble Justice Jainendra Kumar Ranka, <b>co chair:</b>  Prof. G.S. Rajpurohit	Paper Presentati ons	Paper Presentati ons	-	Paper Presentati ons	<b>Keyn ote Talk:</b> Ms. Marin a Targa kova; Chair: Dr. Darak shan Parve en	Paper Prese ntatio ns
03:45 PM – 04:00 PM	Tea / Coffee Break														
04:00 PM – 06:00 PM	<b>Keynote Talk:</b> - Prof. Maithili Sharan,  Paper Presenta tions	<b>Keynote Talk:</b> - Dr. Harsh Vyas - Dr Vandna Rai, - Dr Rohini Sreevas tha, - Dr Nisha Singh, - Dr Manish a Negi,	Paper Presentati ons	Paper Presentati ons	Film Festival	Paper Presentations	Paper Presentations	<b>Industry- Academia- Farmer Interaction</b>	Sustainable development and Corporate social responsibility <b>Key note Chairperson</b> : Prof. Mithilesh Vishwakarma  <b>Co chair:</b> Dr. Divya Mohan  Paper presentation	Paper Presentati ons		-	Paper Presentati ons	Quiz Kaun Bane ga Karod pati	Paper Prese ntatio ns

October 15, 2017

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08:00 AM - 09:00 AM	Registration Venue - Block - A						
09:00 AM - 09:45 AM	PLENARY TALK – VI (Auditorium) Dr. V. M. Katoch Former Director General, Indian Council of Medical Research						
09:45 AM - 10:30 AM	5 <sup>th</sup> Rajasthan Science Congress Award Lecture (Auditorium) Dr. L. S. Rathore Former Director General, India Meteorological Department Title:						
10:30 AM - 11:00 AM	Tea / Coffee (Seminar Hall, Block A)						
11:00 AM - 12:30 PM	Technical Session – XXIX	Technical Session – XXX	Technical Session – XXXI	Technical Session – XXXII	Technical Session –XXX III	Technical Session – XXX IV	Technical Session – XXX V
	LT – 11, Block E	Seminar Hall - 2nd Floor Block - A	LT – 04, Block B	Moot Court Block D	LT – 02, Block A	LT – 22, Block E	LT – 12, Block A
	<b>Theme: Climate Change Vulnerability Assessment &amp; Adaptation (Amity COAST)</b>	<b>Theme: Biodiversity for Sustainable Development (AIB)</b>	<b>Theme: Science &amp; Technology for Sustainable Environment (ASAS)</b>	<b>Theme: - Peace, Justice and Strong Institutions (ALS)</b>	<b>Theme: Technology, Society and Ethics (AIBAS)</b>	<b>Theme: Digital India for Sustainability (AIIT)</b>	<b>Theme: Return to Nature: Eco-criticism and Beyond</b>
	- Dr. P.K Srivatsava	<b>Keynote Talk:</b> - Prof CR Babu - Dr KV Bhatt - Prof. Suman Lakhanpaul - Dr. S Kachhwaha - Mr. Pawan Jayaswal	<b>Keynote Talk:</b> - Prof. Anshu Dandia - Prof. R.S Verma - Prof. R.V.Singh - Dr. Anil Kumar	<b>Track - Sustainable Development and Intellectual Property Rights</b> <b>Keynote Talk:</b> Prof. Aradhana Parmar	<b>Keynote Talk:</b> Prof. Roopa Mathur Chair: Dr. Deepak Salvi	<b>Keynote Talk:</b> - Dr. S.K Sharma	Paper Presentations
	Paper Presentations	Paper Presentations	Paper Presentations	Paper Presentations <b>Co chair:</b> Dr. Prem Chand	Paper Presentations	Paper Presentations <b>Coordinator Dr. Swpnesh Taterh</b>	
12:30 PM - 01:00 PM	Valedictory & Prize Distribution Handing over the charge of 6 <sup>th</sup> Rajasthan Science Congress to President Elect - Prof. Arun K Pujari, Vice-Chancellor, Central University of Rajasthan Venue: Auditorium						
01:00 PM – 02:00 PM	Lunch						

### Color Coding

	Keynote & Parallel Sessions
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	<i>Breaks</i>
	<i>Plenary Talks</i>
	<i>Inauguration/Gala Dinner/Valedictory</i>

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## Detailed Programmed

### Technical Session – XVIII

<b>Theme</b>	:	Digital India for Sustainability-Science Communication through Social Media
<b>Keynote talk by:</b>	:	Prof. Mohammad Aslam Ansari
<b>Title of the talk</b>	:	Science Communication through Social Media
<b>Chairman</b>	:	Prof. Mohammad Aslam Ansari
<b>Chairman/Co-Chairman</b>	:	Prof. Mohammad Aslam Ansari/ Dr. V.P. Singh
<b>Coordinator</b>	:	Prof. Manish Verma /Dr. Ruchi Singh Gaur
Paper 101	:	Digital strides: Health Communication Initiatives On New And Social Media in Most Backward Districts of Central Uttar Pradesh in UP by Shirin Abbas.
Paper 102	:	A Survey on Authentication in Internet of Things by Sudhanshu Maurya
Paper 103	:	Usage of new media for higher education- A study of Central University of Jharkhand by Dr. Paramveer Singh/ Sweta
Paper 104	:	Role of new media in the lives of rural teenagers in Mandar, Ranchi by Poonam
Paper 105	:	Credibility of social media in Bollywood films: A comparative study on selected films. Anshuman Senapaty/ MS Pragyan Parimita Nanda
Paper 106	:	Social Media Paralysing The Health Culture of The Society: An Analysis On The Use of Facebook And Instagram by Mr. Narsingh Majhi/ Ms. Jisha Y George
Paper 107	:	Fake news and Social Media: Case studies of some popular fake news of Facebook and Whatsapp by Ms. Debastuti Dasgupta/ Ms. Shivanie Agarwal
Paper 108	:	Emerging Trends Of Science & Technology In An Event Management By Dr. Archana
Paper 109	:	Credibility issues on Social media, authenticity of the sources – An analytical study by Gayatri Rai
Paper 110	:	Subjugation of health applications and its acquiescence among smart phone users by Rekha/ Dr. Bandita Kumari Panda
Paper 111	:	Effectiveness of mobile health apps on forging knowledge about obesity: A content analysis by S.Shunmuga Nathan/ Dr. S. Arulchelvan
Paper 112	:	Engaging Social Media for Health Communication in Rajasthan: Approaches & Result by Dr. Ruchi Singh Gaur
Repertoire	:	Dr. Ramesh Chandra Pathak (Associate Prof. Amity School of Communication )

<b>Theme</b>	:	Digital India for Sustainability- Science Communication through Social Media
<b>Keynote talk by:</b>	:	Prof. Anubhuti Yadav
<b>Title of the talk</b>	:	Science Communication through Social Media
<b>Chairman</b>	:	Prof. Anubhuti Yadav
<b>Chairman/Co-Chairman</b>	:	Prof. Anubhuti Yadav/ Dr. Faisal Haq
<b>Coordinator</b>	:	Prof. Manish Verma/ Dr. Ruchi Singh Gaur
Repertoire	:	Dr. Saket Raman (Assistant Prof. Amity School of Communication)

**Paper-313-** A Study on the Credibility of Social Media in Movie Promotion by Grishma Raj Aryal/ Pragyan Parimita Nanda/ Anshuman Senapaty



**Paper-314-** Growing Impact of Graphic Design in Social Media as a tool of Brand Promotion & Consumer Awareness: A Perception Study of Jaipur based Mass Communication Students by Dr. Tanushri Mukherjee. Mr. Rajesg Sharma (ASCO)

**Paper-315-**Health Communication in the Era of New Media Technology: A Study by Arif Nazir

**Paper-316-** Blogging as a means of Science Communication—A Critical and Comparative Overview of a few eminent Science Blogs and their Effectiveness by Mr. Gautam Bhattacharya/ Dr. Tanushri Mukherjee

**Paper-317-** Questioning and answering on Quora: Science communication in the age of User Generated Content Experiences by Dr. Nithin Kalorth

**Paper-318-** Communicating science in social media environment: Direct and contextual implications and data verification by Miss Malvika Sagar

**Paper-319** Requirement of Engaging Social Media for Health Communication: A Case Study on Rashtriya Bal Swasthya Karyakram (RBSK) in District Early Intervention Centre (DEIC), Jajpur District in the state of Odisha (India) by Somanath Sahoo

**Paper-320** ROLE OF MEDIA IN KULBHUSHAN JADHAV CASE IN CONTEXT TO INDIA- PAKISTAN RELATIONS by Puja Jangid

**Paper-321-** Tourism Promotional Videos : A Comparative Study Between Rajasthan and Madhya Pradesh by Pragati Singh Parihar

**Paper-322-** Technology and Learning- An Augmentation of Employability Related Language Learning Techniques by Dr. Meetu Bhatia Kapur