

3rd International Conference on
**INTERDISCIPLINARY RESEARCH INNOVATIONS IN
SCIENCE & HUMANITIES**

28th and 29th November, 2017

Venue : Bangkok Palace Hotel, Pathumwan, Bangkok, Thailand



IC-IRISH-2017

Organized by

Nehru Arts and Science College (Autonomous)

Reaccredited with "A" Grade by NAAC

ISO 9001 : 2008 & 14001:2004 Certified

Recognised by UGC & Affiliated to Bharathiar University

Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105. Tamil Nadu, INDIA.

Website : www.nehrucolleges.net



About Nehru Group of Institutions (NGI)

Nehru College of Educational and Charitable Trust is a name synonymous with Higher Education in India, established in **1968**, with the primary objective of rendering selfless service to the cause of Higher Education. The educational journey was started with Aeronautical Engineering and subsequently spread over to different branches of Engineering, Management, Arts and Science, Paramedical, Medical Sciences, Law, Architecture, ITI and Schools. These institutions of high repute have added feather after feather to its gorgeous cap. Their educational service to the underprivileged and downtrodden in the Society is widely appreciated by the people. Over the period of more than four decades, it has established and patronized 20 Prestigious Educational Institutions under NGI spread across Tamil Nadu and Kerala in South India. The Trust was constituted by Late P. K. Das, the Founder Chairman. His legacy is taken up by his sons Adv. Dr. P. KrishnaDas as Chairman and Managing Trustee and Dr. P. Krishnakumar as CEO & Secretary.

About Nehru Arts and Science College (NASC)

NASC is an Autonomous Institution located in Coimbatore, Tamil Nadu at the foot hills of the Western Ghats, home to one of the world's richest centers of biodiversity. The College offers 23 Undergraduate, 10 Post-graduate and 10 Research Programmes in various disciplines including Computer Science, Biosciences and Electronics and Communication Systems. The College is affiliated to Bharathiar University and reaccredited with 'A' Grade by National Assessment and Accreditation Council (NAAC).

Highlights of NASC

NASC always strives to maintain a consistent and cohesive environment which inspires ideas and fosters innovation while simultaneously trying to draw out the best in our students

- Excellent infrastructure and Instrumentation facilities
- 100 % Academic Results & 100% Placement
- University Approved 10 Research Programmes
- Entrepreneur Development Cell & Production Units
- Student Centric Academic Horizon
- MoU with Industries and International Educational Institutions
- Green and Clean Campus

Highlights of the Conference

- a. Convergence of Innovations in Inter Disciplinary Research
- b. Deliberations from Eminent World Class Researchers
- c. Platform to Create Intellectual Databank
- d. Avenue to Establish International Collaborations
- e. Pooling and Clustering of Advanced Research Expertise



About the Conference

The IC-IRISH'17 is intended to promote Interdisciplinary Research in wide spectrum of subjects. The interdisciplinary research, interplay between the Science & Technologies and Creative Sciences & Humanities will ultimately result in new innovations. It brings together ideas, facts, innovations, conceptual views and creates intellectual knowledge. The digital revolution fetches a fusion of technology with creative fields like arts, entertainment, education, fashion, film, music, media, etc. The innovations in Interdisciplinary Research connect values, goals, aesthetic findings, social emotions and personal consciousness. These are the essence of Science and Humanities which teach us to realize those realms are valuable part of our education.

Paper Themes

Following thrust areas are given prominence. However the areas / themes are broad and indicative. The researchers can develop a suitable theme based on the area given below. For more details visit www.nehrucolleges.net

- Interdisciplinary Innovations in Engineering, Science and Technology
- Molecular Medicine & Therapeutics
- M-governance in Social Life
- Journalism, New Media & Ethics
- New Directions and Innovations in Humanities
- New Trends and Styles in Literature
- Innovations in Teaching and Learning Process
- Business analytics and Cyber Security
- Emotional Intelligence
- Role of Insurance and Taxation in Human Welfare

Format for Full Length Paper

Original and unpublished full length research papers (not exceeding 4 pages) in MS Word should be sent to icirish17@nehrucolleges.com in the following specification, Times New Roman font, size 12, 1.5 line spacing. Center the Title (maximum 12 words, all-caps, bold type) at the top of the page. Bold and Italicize the name of the presenting author. E-mail address of the corresponding / presenting author should be included. Authors are restricted to 3 per paper.

Format for Poster Presentation

Poster Size : 1mx1m

Publication

All the selected papers will be published in the conference proceedings with ISBN number. **Selected research papers will be published in the peer reviewed journals at the nominal cost to be paid by the authors after their acceptance.**



IC-IRISH 2017

Best Paper & Poster Award

The selected Best Paper and Poster from each stream will be awarded with cash price of **₹ 10,000.**



Target Audience

Participation and Contributions are sought from researchers globally to ensure the scope of the Conference. Target Communities include Students, Researchers, Faculty Members, Industrialists, Policy and Decision Makers, Developmental Organizations and NGOs.

Registration and Payments

Particulars	Registration Fee
Indian Participants (Inclusive of all)	INR 31,500
Indian Participants (Excluding Travel Fare)	INR 15,000
In Absentia (Indian Participants)	INR 6000
For Participants from Thailand (No Accommodation)	US \$100
Foreign Participants (Excluding Travel Fare)	US \$ 150
In Absentia (Foreign Participants)	US \$ 100

Note : The cost includes Air fare, Boarding, Lodging, Visa and Sightseeing.

Documents Required : A Copy of Valid Passport

Organizing Committee



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Adv. Dr. P. Krishna Das
Chairman & Managing Trustee, NGI



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CEO & Secretary, NGI



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Assistant Professor, Dept. of English

Mr. P. K. Manoj Kumar
Assistant Professor & Head, Dept. of IT & CT

Important Dates

Abstract Submission	: 20 th July 2017
Notification of Acceptance	: 23 rd July 2017
Partial Payment (INR 15000)	: 25 th July 2017
Final Payment	: 25 th August 2017
Full Length Paper Submission	: 31 st September 2017
Conference Dates	: 28 th & 29 th November 2017

Registration Fees should be **paid by online transfer / Direct Cash Deposit only.** Additional service charges of Banks should be borne by the Participants.

Account Name : **IC IRISH**
Account Type : **SAVINGS ACCOUNT**
A/C No. : **61692200025082**
Bank : **Syndicate Bank**
Branch Name : **Thirumalayampalayam, Coimbatore**
CBE IFSC Code : **SYNB0006169**

Participation in Absentia :

If the author / co-author(s) wish to participate in the conference, but are not able to physically present the paper can participate in absentia. Author shall receive Certificate and Proceeding by Courier.



ADVISORY BOARD & PRIME SPEAKERS



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HIGHLIGHTS OF THE PREVIOUS CONFERENCE HELD AT MALAYSIA

- Seven Prime Speakers
- Delegates from 11 Countries
- 123 Research Papers
- 100 Participants
- Two Best Papers and One Poster were awarded with Cash Prize.
- Published Five Research Papers in Peer Reviewed Journals.



ADDRESS FOR COMMUNICATION

THE ORGANIZING SECRETARY - IC-IRISH 2017

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TAMIL NADU

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- Nehru Institute of Engineering & Technology
- Nehru Institute of Technology
- Nehru Institute of Information Technology and Management
- Nehru Institute of Management Studies
- Nehru Industrial School of Hotel Management
- Nehru School of Architecture

KERALA

- Nehru College of Engineering & Research Centre
- Nehru School of Management
- Jawaharlal College of Engineering & Technology
- Jawaharlal Business School
- Jawaharlal Aviation Institute
- PK DAS Institute of Medical Sciences
- Nehru College of Pharmacy
- Nehru College of Nursing
- Nehru College of Architecture
- Nehru Academy of Law