INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Open J-Gage, India (link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)).

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world. Circulated all over the world & Google has verified that scholars of more than 4255 Cities in 176 countries/territories are visiting our journal on regular basis. Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

http://ijrcm.org.in/

CONTENTS

Sr.	TITLE & NAME OF THE AUTHOR (S)			
No.				
1.	RECOGNISING RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: AN ILLUSTRATION FROM ORGANISED RETAIL SECTOR DR. R. R. CHAVAN & ANIL DONGRE	1		
2.	PRODUCER GAS AS A VIABLE ENERGY SOURCE RAHUL BASU	4		
3.	ENSET VALUE CHAIN ANALYSIS: THE CASE OF DIRE ENCHINI WOREDA, OROMIA REGIONAL STATE, ETHIOPIA ABEBE UMA & DR. J. PAUL MANSINGH	7		
4.	ARCHITECTURAL REVIEW OF NEURAL NETWORK KULBIR KAUR & GAGANDEEP KAUR	15		
5.	EXPERIENTIAL BRANDING IN WONDERLA (VEEGALAND) AMUSEMENT PARK, KOCHI: THE ENHANCING ROLE OF GROUP ORIENTATION OF VISITORS K.J. JAIMS & BELAGAVI BAKKAPPA	22		
6.	CAREER GOAL AND CAREER PREPARATION AMONG THE UNDER GRADUATE STUDENTS: A STUDY ON SELECTED HIGHER EDUCATION INSTITUTIONS AFFILIATED TO BHARATHIAR UNIVERSITY, COIMBATORE, TAMIL NADU DR. VIJAYALAKSHMI	30		
7.	CORPORATE RESTRUCTURING: A CONCEPTUAL FRAMEWORK SHAILAJA D.KELSHIKAR & DR. MANOJ SHAH	36		
8.	FACTORS INFLUENCING CORE QUALITY MANAGEMENT PRACTICES (THE CASE OF SOME SELECTED COLLEGES OF ETHIOPIAN MINISTRY OF AGRICULTURE) DR. BREHANU BORJI AYALEW & ABEL DULA WEDAJO	40		
9.	EXPLORING BUYING BEHAVIOUR OF URBAN CONSUMERS TOWARDS SHAMPOOS: EMPIRICAL EVIDENCES FROM INDIA S M FATAHUDDIN, MOHAMMED NAVED KHAN & AYESHA ANUM	58		
10 .	PRODUCT PLACEMENT IN MOVIES AND TV SERIES: CONCEPT, EXAMPLES AND BEST PRACTICES PRAMA VISHNOI & NAMITA PADHY	62		
11.	A REVIEW PAPER ON MULTICULTURALISM IN WORKPLACE DR. POOJA DASGUPTA & KHUSHBU DUBEY	66		
12.	A STUDY ON IMPACT OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE OF UNDERGRADUATE STUDENTS WITH S.R.F TO BANGALORE CITY JONITA PREETHI SEQUEIRA	69		
13.	EXPORT GROWTH AND PROSPECT OF FLORICULTURE IN INDIA: GLOBAL SCENARIO R.SENTHILKUMAR	74		
14.	RECOGNITION: AN EMPLOYEE RETENTION TOOL RASHMI BADJATYA	78		
15.	IMPLEMENTATION OF INTERNET OF THINGS IN RURAL SENSITIVE AREA OF CHHATTISGARH DR. ASHIM RANJAN SARKAR	81		
16 .	WOMEN EMPOWERMENT IN MADURAI CITY DR. S.C.B. SAMUEL ANBU SELVAN & V.SUGANYA	85		
17.	INDIAN CIVIL AVIATION INDUSTRY: OPPORTUNITIES AND CHALLENGES JAYA G. PRABHU PARRIKAR	88		
18.	ROLE OF PUNE MUNICIPAL CORPORATION IN SUSTAINABLE DEVELOPMENT OF SLUMS SHEETAL RANDHIR	90		
19.	SALES PROMOTION STRATEGY: A STIMULATING FACTOR FOR THE CONSUMERS TOWARDS THE ORGANIZED RETAIL SECTOR IN BILASPUR PRATIBHA RAI & DR. (MRS.) B.B. PANDEY	94		
20 .	EFFECT OF STEREOTYPE ON EMPLOYMENT OPPORTUNITIES FOR PEOPLE LIVING WITH DISABILITIES IN SELECTED UNIVERSITIES IN KENYA	99		
	REQUEST FOR FEEDBACK & DISCLAIMER	104		

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India) Chancellor, K. R. Mangalam University, Gurgaon Chancellor, Lingaya's University, Faridabad Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar



LATE SH. RAM BHAJAN AGGARWAL Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG Faculty, Shree Ram Institute of Business & Management, Urjani

<u>ADVISORS</u>

PROF. M. S. SENAM RAJU Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi PROF. S. L. MAHANDRU Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI Faculty, YanbulndustrialCollege, Kingdom of Saudi Arabia PROF. PARVEEN KUMAR Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P. PROF. H. R. SHARMA Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G. PROF. MANOHAR LAL Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi PROF. ANIL K. SAINI Chairperson (CRC), GuruGobindSinghI. P. University, Delhi PROF. R. K. CHOUDHARY Director, Asia Pacific Institute of Information Technology, Panipat DR. ASHWANI KUSH Head, Computer Science, UniversityCollege, KurukshetraUniversity, Kurukshetra

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/ **DR. BHARAT BHUSHAN**

Head, Department of Computer Science & Applications, GuruNanakKhalsaCollege, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, KurukshetraUniversity, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida PROF. NAWAB ALI KHAN Department of Commerce, AligarhMuslimUniversity, Aligarh, U.P. ASHISH CHOPRA Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL Advocate & Tax Adviser, Panchkula NEENA Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL Advocate, Punjab & Haryana High Court, Chandigarh U.T. CHANDER BHUSHAN SHARMA Advocate & Consultant, District Courts, Yamunanagar at Jagadhri





SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> or online by clicking the link **online submission** as given on our website (<u>FOR ONLINE SUBMISSION, CLICK HERE</u>).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	and the second second	1 St. 1
Designation	:	T (* 1877 * *
Institution/College/University with full address & Pin Code	:	
Residential address with Pin Code	:	
Mobile Number (s) with country ISD code	:	
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:	
Landline Number (s) with country ISD code	:	
E-mail Address	:	
Alternate E-mail Address	:	
Nationality	:	

- NOTES:
- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **<u>pdf. version</u>** is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:

New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Abstract alone will not be considered for review and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be **bold typed**, **centered** and **fully capitalised**.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. **ACKNOWLEDGMENTS**: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully italicized text**, ranging between **150** to **300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. *Abbreviations must be mentioned in full*.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION			
REVIEW OF LITERATURE	1000		
NEED/IMPORTANCE OF THE STUDY			
STATEMENT OF THE PROBLEM			
OBJECTIVES			
HYPOTHESIS (ES)	1000		
RESEARCH METHODOLOGY	 	100	
RESULTS & DISCUSSION			
FINDINGS			- A.
RECOMMENDATIONS/SUGGESTIONS			
CONCLUSIONS			
LIMITATIONS			
SCOPE FOR FURTHER RESEARCH			
REFERENCES			
APPENDIX/ANNEXURE			

The manuscript should preferably range from **2000** to **5000 WORDS**.

- 12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are referred to from the main text*.
- 13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. **ACRONYMS**: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **REFERENCES**: The list of all references should be alphabetically arranged. *The author (s) should mention only the actually utilised references in the preparation of manuscript* and they are supposed to follow Harvard Style of Referencing. Also check to make sure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- *Headers, footers, endnotes and footnotes should not be used in the document.* However, you can mention short notes to elucidate some specific point, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

IMPLEMENTATION OF INTERNET OF THINGS IN RURAL SENSITIVE AREA OF CHHATTISGARH

DR. ASHIM RANJAN SARKAR ASST. PROFESSOR DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY CHRIST COLLEGE JAGDALPUR

ABSTRACT

Internet of things (IoT) referred to as objects connected with the Internet. Each object can be uniquely identified by the Internet. It is estimated that (as per the analysis of CISCO), there are more than 4000 crores devices being wirelessly connected to the Internet of Things by 2020. The purpose of our research is to understand the feasibility of implementing Internet of Things in identification of Transport System, Military, Para Military Force, Weapons and persons. There is a need for the security agencies to find out locations, working conditions of vehicles, soldiers and weapons etc. in an efficient manner, here, Internet of Things infrastructure can help. The research helped us to gain immense knowledge in the field of IoT and helped us with the protocols for communication between the devices.

KEYWORDS

Internet of things, Transportation.

INTRODUCTION

The relationship is between people-people, people-things, and things-things. Io deals with having physical objects we see around us in a network in one form or the other. As the progress of technology, more objects are being installed with sensors and having the ability to communicate with each other. The way in which information is getting transferred is changing as the physical world outside is becoming more of an information system. It mainly deals with RFID, infrared sensors, global positioning systems and scanners. These have helped the objects to not only sense information but also interact with the physical world.

The Internet of Things (IoT) is ordinary objects have inter-connected with inside microchips. These microchips help to keep track of other objects and sense many devices surrounding and report it to other machines and to the humans. It is called M2M, means Machine to Machine, Machine to Man, Man to Machine or Machine to Mobile. The IoT intelligently connects humans, devices and systems. Analysts describe two distinct modes of communication in the IoT: thing to person and thing-to-thing communication (Raunio, 2005). Thing-to-person and person-to-thing communications encompass a number of technologies and applications which are use to remote access to objects by humans, and object that continuously report their status. Thing-to thing communications encompasses technologies and applications wherein everyday objects and infrastructure interact with the human. Objects can monitor other objects, take corrective actions and notify or prompt humans as required.

LITERATURE REVIEW

Zhang et. al. [1] propose the solution for dynamic access allocation. In this approach the device owner provides clients with one time token that can be used to access device in the network. This paper describes different approaches to perform token reuse detection. Some of these approaches involve replication of reused tokens and some suggest distributed token storage.

The proposal described in [2] applies usage control model for the IoT. This approach maps the UCON abstractions to IoT entities and is based on fuzzy theory. Unfortunately there are only few experiment present that does not provide enough data of evaluation of the approach on IoT nodes.

The work presented in [3] demonstrates delegated capability based approach and based on UDP and CoAP protocols. Access tokens are provided by issuer to a client with ECC digital signature in JavaScript Object Notation (JSON) format. A token contains information about resource to access, action that can be executed and additional conditions that is supposed to be checked by device. Server verifies digital signature and performs operation if permissions are granted by token. In the Cooltown project [4] Kindberg et al. proposed to use the Internet and the Web as the information network of choice for smart things. Exploring this idea of merging RFID enhanced objects and the Web, Welbourne et al. [5] create an RFID-based microcosm for the Internet of Things.

THE IOT APPLICATION DOMAINS

1. MEDICAL TECHNOLOGY / HEALTH

In Sensitive area of Chhattisgarh villagers cannot keep their medical records for a long time, implantable wireless sensors can be adopted to keep health records of patients with chronic illnesses[6]. IoT applications have an massive impact on independent living and support for aging population by detecting daily living and support using the combination of sensors, Wi-Fi, etc.

2. BETTER MANAGEMENT OF THE WEAPONS

In military or paramilitary force smart lockers can be used. Smart lockers can track the present items in real-time[7]. Weapons can be monitored through Radio Frequency Identification (RFID) tags to alert the Store Keeper/authorized person to any changes.

3. FORCE MANAGEMENT

By using RF tag force can be counted and can be located in new positions[8].

4. AGRICULTURE

By using wearable sensors farmers can track in real-time their animals, crops and carts through RFID. By using sensor the moisture percentage of the soil can measured. Development of an intelligent scheduling platform for agricultural machinery working with integrated ICT such as the internet, mobile phone, fixed phone, satellite navigation systems, cloud computing to implement the guidance, promote the restricted flow of machinery and improve utilization of IoT is the key factor[9]. The platform commands and dispatches farm machines, cultivation and harvest according to factors such as crop maturity time, weather, farm machine distribution, etc. It can realise functions including inquiry of farm machine positions, tract review, information reception and release, remote failure diagnosis, and measuring farmland area and estimation of crop yields (Zhiguo, 2011).

5. EDUCATION

IoT can enable interaction with physical spaces for learning purposes or communication. Student attendance and curricular development can be traced. On demand Study matrial, lecture notes and video lectures can send to the students[10]. All activities of the student can be traced.

6. THE FOOD-IOT

Today's food supply chain (FSC) is extremely distributed and complex. It has large geographical and temporal scale, complex operation processes, and large number of stakeholders[11]. The complexity has caused many issues in the quality management, operational efficiency, and public food safety. IoT technologies offer promising potentials to address the traceability, visibility and controllability challenges[12][13]. It can cover the FSC in the so-called farm-to-plate manner, from precise agriculture, to food production, processing, storage, distribution, and consuming. Safer, more efficient, and sustainable FSCs are expectable in the future[14][15][21].

VOLUME NO. 5 (2015), ISSUE NO. 07 (JULY)

It comprises three parts: the field devices such as WSN nodes, RFID readers/tags, user interface terminals, etc., the backbone system such as databases, servers, and many kinds of terminals connected by distributed computer networks, etc., and the communication infrastructures such as WLAN, cellular, satellite, power line, Ethernet, etc. As the IoT system offers ubiquitous networking capacity, all these elements can be distributed throughout the entire FSC. And it also offers powerful but economy sensing functionalities, all the environmental and event information during the lifecycle of food product can be gathered on a 24/7 basis[16][18]. The vast amount of raw data can be refined into high level and directly usable information for the decision making of all stakeholders.





TECHNOLOGIES OF THE INTERNET OF THINGS CAN BE USED IN REMOTE AREA

A number of technologies can be identified by analyzing a wide range of literature including:

1. RFID

Radio-frequency identification (RFID) uses radio waves to identify items. In contrast to bar codes, RFID tags can be read away from the line of sight. They track items in real-time to yield important information about their location and status. Early applications of RFID include automatic highway toll collection, keeping track of entire inventory, supply-chain management for large retailers, prevention of counterfeiting in pharmaceuticals, and for patient monitoring in ehealth[17][20]. RFID tags are being implanted under the skin for medical purposes, e-government applications such as in drivers' licenses and passports and RFID-enabled phones are some of the applications.

2. SENSOR NETWORKS

To detect changes in the physical status of things is also essential for recording changes in the environment. In this regard, sensors play a pivotal role in bridging the gap between physical and virtual worlds, and enabling things to respond to changes in their physical environment, generating information and raising awareness about the context. Sensor networks need not be connected to the Internet and reside in remote sites, vehicles and buildings having no Internet connection.

3. MICROCONTROLLERS

Microcontrollers are computer chips that are designed to be embedded into objects. Embedded intelligence in things distributes processing power in the network, and empowers things and devices in the network to take independent decisions[18].

4. PROTOCOLS

Machine-to-machine interfaces and protocols of electronic communication set the rules of engagement for two or more nodes of a network. Internet Protocol (IP) has become the standard for all data communication and it is therefore easy to move things over the Internet. The Internet protocol for lower-power radio IPv6 plays a big role in the IoT. The advantage of IPv6 is that it meets the challenges of different existing systems having to work together. Because this

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/

interoperability is possible, the system of objects connected via the Internet can develop the same way that the current Internet developed. The version of IP currently in use, IPv4, supports only[15].

5. BIOMETRICS

Biometrics enables technology to recognize people and other living things, rather than non-living objects.

6. MACHINE VISION

Machine vision can be a channel for delivering the same type of information that RFIDs enable. Machine vision is an approach that can monitor objects having no on-board sensors, controllers or wireless interfaces.

7. ACTUATORS

Actuators detect an incoming signal and respond by changing something in the environment. Actuators such as motors, pneumatics and hydraulics can move objects and pump fluids. A relay, for example, is an actuator that toggles a mechanical switch, and can thus cause a good number of responses to occur such as enabling illumination, heating system, audible alarm and so on.

8. LOCATION TECHNOLOGIES

Location technology helps people and machines find things and determine their physical location. Sensors play a role, but that approach does not satisfy practical needs for geo-location resulting in the rise of wireless approaches including GPS and cellular towers[14]. In the automatic identification of tagged products quickly look up information or initiate a specific action, using bar codes for linking real-world objects to virtual information has a number of drawbacks when compared to an RFID-enabled feature with corresponding mobile RFID readers, such as Near Field Communication(NFC)-enabled mobile phones. Near Field Communication is a short-range wireless connectivity standard that enables communication between devices when they are brought within a few centimeters of each other through magnetic induction.

9. BAR CODES

A bar code is an optical representation of machine-readable data and can be seen on the majority of products that are on sale in the retail industry to speed up the checkout process. These linear symbologies or so-called one-dimensional (1D) barcodes represent data in vertical parallel lines with varying space and line width. A lesser well-known two-dimensional (2D) barcode or matrix code is also an optical representation resembling something like a crossword puzzle of even more machine-readable data and can normally be seen on larger packaging containers to assist with warehouse logistics and quality control. A Data Matrix code is made up of a two-dimensional matrix code consisting of black and white square modules arranged in either a square or rectangular pattern. The information to be encoded can be text or raw data. The code can be read quickly by a scanner which allows the media to be tracked. Semacode is machine-readable ISO/IEC 16022 data matrix symbols which encode URLs. It is primarily aimed at being used with cellular phones which have built-in cameras. A URL can be converted into a type of barcode resembling a crossword puzzle, which is called a "tag". Tags can be quickly captured with a mobile phone's camera and decoded with a reader application to obtain a web site address. This address can then be accessed via the phone's browser.

10. AMBIENT TECHNOLOGIES

Ambient technologies refer to electronic environments that are sensitive and responsive to the presence of people. In an ambient intelligence world, devices work in concert to support people in carrying out their everyday life activities in easy, natural way using information and intelligence that is hidden in the network connecting these devices. The ambient intelligence paradigm builds upon pervasive computing, ubiquitous computing, profiling practices and human-centric computer interaction design.

METHODOLOGY

We run a survey in 2012 to identify the different IoT application scenarios in different domains. This survey was based on 180 responses from 14 villages. A farmer survey was done to get useful input regarding the farmer services. A survey was also carried out to examine the possible application layer protocols for sensor networks.

This research paper suggests a need for a public survey to understand the villager's side for a particular IoT implementation. Also there is a need for a qualitative survey to understand the feasibility of implementing IoT in a certain area.

CHALLENGES AND DRAWBACKS OF INTERNET OF THINGS

One of the main challenges for the Internet of Things is in transformation of the connected objects into the real time sensing actors which also involves the societal and ethical considerations. IOT technologies enable or control the capabilities of the people and how this influences people's capabilities to satisfy accountability demands. The multiple dimensions of accountability such as visibility, responsibility, control transparency and predictability should be taken into consideration to be controlled with the capacities of IOT technologies. Internet of things is spreading widely in the present world which accounts for at least two objects connected per person. It is expected that by 2015 an average person would be accompanied by eight objects. The key challenge that sparks for this innovation is protection of privacy. Three very important barriers that exist for IoT development are having a single standard, the development and transition to the newer IPv6 and developing energy sources for the huge number of sensors (Evans, 2011). Another challenge in building IOT is lack of common software fabric and how to combine all the software systems in building the common software platform (Internet and privacy concerns, 2012). The first direct challenge for this is that the generation of huge scale of data may have digital twin in cloud that could be generating regular updates as a result of which the messaging volume could easily reach between 100 to 10000 per person.

TECHNICAL ARCHITECTURE

Existing research on the topic of "Implementation of Internet of Things in Rural Sensitive Area of Chhattisgarh and Even in India" shows lack of research on its implementation.

The technology followed by our research team would establish a connection between the sensors, embedded device, satellite, mobile phone app and a cloud server cum database.

CONCLUSION

The research was aimed to find out the feasibility of using of Internet of things in the Vehicle, Animal and fields. The design proposed by us has capitalized on the advantages provided by IoT by giving real time data to the consumers. Through the Impact analysis and Competitive analysis, it was found that IoT application if implemented would clearly outweigh in almost all the parameters. These parameters include time management, time saving, efficiency management, crowd management and in the number of options being offered to users. It would cater to all the sections of the society satisfying their varying needs. Also, a robust analysis of the algorithm used for IoT confirmed that the IoT application with the use of direct communication between the devices would give the most accurate in all circumstances. The qualitative research with experts all over the world revealed that there is a challenge in terms of selecting a common protocol that facilitates a secure, efficient and real-time communication between system and the application.

FUTURE SCOPE

Making the model sturdier by taking the signal waiting time into consideration. This would require all the signals to be included as virtual objects. Usage of other sensors costing less than that of the RFID's can be used in detecting the devices.

REFERENCES

- 1. R. Zhang, Y. Zhang, and K. Ren, "Distributed Privacy-Preserving Access Control in Sensor Networks," IEEE Transactions on Parallel and Distributed Systems, vol. 23, no. 8, pp. 1427–1438, 2012
- 2. G. Zhang, W. Gong. The research of access control Based on UCON in the Internet of Things. Journal of Software, 6(4), April 2011.
- 3. J. L. Hernandez-Ramos, A. J. Jara, L. Marin, A. F. Skarmeta. Distributed Capability-based Access Control for the Internet of Things. Journal of Internet Services and Information Security (JISIS), volume: 3, pp 1-16.
- 4. Tim Kindberg, John Barton, Je Morgan, Gene Becker, Debbie Caswell, Philippe Debaty, Gita Gopal, Marcos Frid, Venky Krishnan, Howard Morris, and Others People, places, things: Web presence for the real world. Mobile Networks and Applications, 7(5):365{376, 2002.
- Felix Von Reischach, Florian Michahelles, Dominique Guinard, Robert Adelmann, Elgar Fleisch, and A. Schmidt. An evaluation of product identification techniques for mobile phones. In Proc. of the Conference in Human-Computer Interaction (INTERACT 2009), pages 804{816, Uppsala, August 2009. Springer.
- 6. Akyildiz, I., Su, W., Sankarasubramaniam, Y., & Cayirci, E. (2002). Wireless sensor networks: a survey. Computer Networks , 393–422.
- 7. Boos, D., Gunter, H., & Kinder, K. (2012). Controllable Accountabilities: The Internet of Things and its challenges for organisations. Online first .
- 8. Brain, M. (2009, May 27). How do Google traffic maps work? Retrieved May 17, 2013, from How Stuff works: http://blogs.howstuffworks.com /2009/05/27/how-dogoogle-traffic-maps-work/
- 9. Carrez, F. (2012). Internet of Things Initiative. ITIS, (pp. 7-9). Dolenjske Toplice.
- 10. Ching, L. T., & Garg, H. (2002). Designing SMS applications for public transport service system in Singapore. Conference Publications (pp. 706 710 vol.2). Browse Conference Publications > Communication Systems, 2002.
- 11. Coroama, V. (2006). The Smart Tachograph Individual Accounting of Traffic Costs and its implications. Proceedings of Pervasive , 135-152.
- 12. Davidson, W. E. (2001). Patent No. US 6,191,708 B1. United States of America.
- 13. Dempsey, P. P. (2012). News analysis: Safety benefits drive US policy support for connected vehicles. Engineering & Technology , 22-23.
- 14. Deng, T., & Nelson, J. D. (2011). Recent Developments in Bus Rapid Transit. Transport Reviews , 69 96.
- 15. Evans, D. (2011). How the Next Evolution of the Internet Is Changing Everything. Cisco Internet Business Solutions Group White papers , 3-5.
- 16. Ezell, S. (2010). Explaining International IT Application Le adership. Intelligent Transportation, 8-20.
- 17. Gentile, G., Nguyen, S., & Pallottino, S. (2005). Route Choice on Transit Networks with Online Information at Stops. Transportation Science , 289-297.
- 18. Gobble, M. M. (2013). Big Data: The Next Big Thing in Innovation. Research Technology Management , 64-66.
- 19. Gontmaker, S. (2011, June). Know when your bus is late with live transit updates in Google Maps. Retrieved 05 20, 2013, from Google Official Blog: http://googleblog.blogspot.sg/2011/06/know-when-yourbus-is-late-with-live.html
- 20. Hardgrave, B. C., Waller, M., & Miller, R. (2006). RFID's Impact on Out of Stocks: A Sales. Research Report from the Univ. of Arkansas .
- 21. Hu, H. H., Yang, D. D., Fu, L. L., Xiang, H. H., Fu, C. C., Sang, J. J., et al. (2011). Semantic Web-based policy interaction detection method with rules in smart home for detecting interactions among user policies. IET Communications , 2451-2460.



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mailinfoijrcm@gmail.com for further improvements in the interest of research.

If youhave any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals





