Department of Cyber Security & Internet of Things

Professor & Head

Name	:	Dr. P S V Srinivasa Rao
Designation	:	Professor (CSE)
Qualification	:	B.Tech., M.Tech., Ph.D.
Total Experience	:	30 years of Teaching
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Books Published:

1. Book Title : Problem Solving Through C
    Publisher : Pearson India Education Services Pvt. Ltd.
    Authors : **P S V Srinivasa Rao**, E V Reddy, G S Naveen Kumar
    ISBN : 978-93-560-6615-1
    Market Edition : First

2. Book Title : Computer Programming in C
    Publisher : SCITECH Publications (INDIA) Pvt. Ltd.
    Authors : **P. S. V. Srinivasa Rao**, C. Naga Raju
    ISBN : 9789385983528
    Market Edition : Second

3. Book Title : C Programming And Data Structures
    Publisher : SCITECH Publications (INDIA) Pvt. Ltd.
    Authors : **P. S. V. Srinivasa Rao**
    ISBN : 9788183710169
    Market Edition : Third

Publications:

1. "Algorithm Selection and Importance of Machine Learning in Prediction of Brest Cancer" in Journal of Mechanics of Continua and Mathematical Science, November-December 2019.

2. "Dimensionality Reduction using Machine Learning and Big Data Technologies" in International Journal of Innovative Technology and Exploring Engineering (IJITEE), December 2019.

3. "An Efficient and Secured Framework for Mobile Cloud Computing" in International Journal of Innovative Technology and Exploring Engineering (IJITEE), September 2019.

4. "A Schematic Approach on Web Data Mining In Online Spread Detection of Terrorism" in International Journal of Recent Technology and Engineering (IJRTE), May 2019.

5. "A Secure Data Access Control for Active Groups in Cloud Data Storage" in International Journal of Computer Science & Computer Networks, IJCSCN October-November 2017.

6. "An Critique review of MAN in the communication attack in both wired and wireless Network" in International Journal of Advanced Engineering and Global Technology, IJAEGT December 2015.

7. "Quantitative Performance Evaluation of DSDV and OLSR Routing Protocols in Wireless Ad-hoc Networks" in International Journal of Advanced Engineering and Global Technology, IJAEGT September 2015.

8. "A Novel method to Detect and Defend the MITM attack in Software Defined Networks" in International Journal of Advanced Engineering and Global Technology, IJAEGT April 2015.

9. "Improved Block Based Feature Level Image Fusion Technique Using Contourlet with Neural Network" in International Journal Signal and Image Processing, SIPIJ September 2012,

10. "A Novel Matching Scheme for Region Based Retrieval Method to Effective Retrieval of Color Images features" in International Journal for Advanced Research in Science & Technology (IJARST), Volume-2, Issue 4, 2012,

11. "A Novel Method of Retrieval of Noisy Images Based On Reduced Texture Spectrum" in International Journal for Advanced Research in Science & Technology (IJARST), Volume-1, Issue 2, 2011,

12. "A Novel Method for Retrieval of Color Images Using Integrated Histogram Bin Matching System" in International Journal for Innovative Engineering and Management Research (IJIEMR), Volume-1, Issue 2, 2011,

13. "Novel Approaches of Evaluating Texture based Similarity Features for Efficient Medical Image Retrieval System" in International Journal of Computer Applications, IJCA April 2011 Edition.

14. "Retrieval of trade mark images based on shape" in CIT Journal of Research, Volume-1, No-1, May 2010. pp 1-9

15. "A Novel Hybrid Histogram Approach for Impulsive Noise Image Segmentation" in CIT Journal of Research, Volume-1, No-1, May 2010. pp 282-288.

16. "A Novel Method For Generation Of Random Fields For Boundary Detection And Classification Of Images" at International Journal of Computer Science & Network Security IJCSNS 30th July 2008.

Presentations in International Conferences:

1. "Energy Efficient Resources Utilization of Cloud Computing Environment for Development Models" in 2nd Internal Conference on Augmented Intelligence and Sustainable Systems (ICAISS-2023) organized by IEEE CARE College of Engineering, Trichy.

2. "A heuristic methodology for ECG heartbeat categorization using convolutional neural networks" in 2nd International conference on Smart Electronics and Communication (ICOSEC 2021) organized by IEEE at Kongunadu College of Engineering and Technology.

3. "A hybrid clinical data prediction approach using modified PSO" in fourth International Conference on Smart Computing and Informatics published in Smart Computing Techniques and Applications.

4. "Auto-Adaptive Learning for Machine Perception of Native Accent using Deep Learning" in First International Conference on Mathematical Modeling and Computational Science (ICMMCS 2020) by Springer Indexed Procedings,

5. "An Effective Cryptographic Mechanism to Defend Collaborative Attack against to DSR protocol in Mobile Adhoc Networks" in 3rd International Conference on Information and

Communication Technology for Intelligent Systems ICTIS 2018. Published in Smart Innovation Systems and Technologies (SIST) Springer and indexed in ISI proceedings.

6. "An Enhancement in Finding the Practical Privacy Reduction of Map Content by K-Means based Clustering over Large Scale Dataset Study" in International Conference on Computational Intelligence, Network & Lot (ICCNIOT-2018) Published in Paramount Publishing House. ISBN 978-93-85100-92-5.

7. "Traffic Video Analysis for Traffic Monitoring and Fraud Detection using Deep Learning" in International Conference on Electrical, Electronics, Computers, Communication, Mechanical and Computing (EECCMC-2018) organized by IEEE Computer Society Conference at Priyadarshini Engineering College, Chennai.

8. "Cellular Automata with Deep Learning For Classifying High-Dimensional Data" in International Conference on Electrical, Electronics, Computers, Communication, Mechanical and Computing (EECCMC-2018) organized by IEEE Computer Society Conference at Priyadarshini Engineering College, Chennai.

9. "Deep Learning with IOT in Health Informatics" in International Conference on Electrical, Electronics, Computers, Communication, Mechanical and Computing (EECCMC-2018) organized by IEEE Computer Society Conference at Priyadarshini Engineering College, Chennai.

10. "A Robust Plant Monitoring System Using Soil Moisture Sensor with Arduino Augmented with Non Linear Cellular Automata" in International Conference on Electrical, Electronics, Computers, Communication, Mechanical and Computing (EECCMC-2018) organized by IEEE Computer Society Conference at Priyadarshini Engineering College, Chennai.

11. "CDLGP; a Novel Unsupervised Classifier using Deep Learning for Gene Prediction" at International Conference on Power Control Signals and Instrumentation Engineering (ICPCSI-2017) organized by IEEE at Savitha Engineering College, Chennai, Tamilnadu.

12. "Collaborative Attack Effect Against Table-Driven Routing Protocols for WANETs: A Performance Analysis", at Third International Conference on Computer & Communications Technology 2016 (IC3T-2016) organized by Department of Electronics and Communications, MIC College of Technology, Vijayawada, A.P, India. 5th and 6th – November-2016. Published in Computer Communication, Network and Internet security,

Lecture Notes in Networks and Systems, Springer Nature Singapore Pte Ltd 2017, Vol-5, Pages 69-80, ISSN 2367-3370, Indexed in ISI Proceedings, MetaPress. Springer link, SCOPUS, DOI 10.1007/978 - 981-10-3226-4_7

13. "Texture discrimination using innovative matrix computations", at **National conference** in Rajeev Gandhi Memorial college of Engineering & Technology, Nandyala, Kurnool Dist., A.P

14. "Texture analysis using constrained local histogram equalization", at **National conference** in Rajeev Gandhi Memorial college of Engineering & Technology, Nandyala, Kurnool Dist., A.P

Achievements:

1. Received "BEST BOOK AUTHOR AWARD" in 2023 by ResTechSkills Society (Research Society for Technical Skills) Government of India (MSME) Registered Organization.

2. Received "BHARAT VIDYA SHIROMANI" in 2012 by ISC (Indian Solidarity Council) New Delhi.

3. Received "INTERNATIONAL INTELLECTUAL DEVELOPMENT AWARD" at BANGKOK (THAILAND) in 2011 by Global Achievers Foundation,

4. Received "GLORY OF EDUCATION EXCELLENCE AWARD" in 2011 by NIC (National and International Compendium) New Delhi.

5. Received "RASHTRIYA VIDHYA SARSWATI PURASKAR" award in 2010 by IIEM (International Institute of Engineering and Management), New Delhi.

6. Received "LIFE TIME ACHIEVEMENT GOLD MEDAL AWARD" in 2010 by ISC (Indian Solidarity Council) New Delhi.

Invited Lectures & Talks:

1. Invited as a Session Judge for Sapience-2016 A national level technical symposium at Sri Vasavi Engg. College, Pedana, Krishna District, Andhra Pradesh.

2. Resource person for National Level Technical Level Symposium conducted at Rao & Naidu Engineering College, Ongole, Andhra Pradesh

3. Resource person for National level workshop conducted at Dr. Samuel George Institute of Engineering and Technology, Markapur, Andhra Pradesh

4.   Resource person for National Level Technical Level Symposium at VITS, Kavali, Nellore Dt, Andhra Pradesh.

5.   Resource person for National Level Technical Level Symposium at LBRCE, Mylavaram, Andhra Pradesh.

6.   A lecture on "Linear Data Structures" at Rao & Naidu Engineering College, Ongole, Andhra Pradesh

7.   A lecture on "Non-Linear Data Structures" at Dr. Samuel George Institute of Engineering and Technology, Markapur, Andhra Pradesh.

8.   A lecture on "Importance of Data Structures" at Krishna Chaitanya Institute of Technology, Markapur, Andhra Pradesh.

9.   A lecture on "Trees Data Structures" at LBRCE, Mylavaram, Andhra Pradesh.

10. A lecture on "Data Structures using C Pointers" at Krishna Chaitanya Institute of Technology, Markapur, Andhra Pradesh.

Professional Body Memberships:

1.   Life member of "Indian Society for Technical Education" (MISTE)

2.   Life member of "The Institution of Electronics and Telecommunication Engineers" (MIETE)

3.   Life member of "Computer Society of India" (MCSI)

4.   Member of "International Association of Engineers (IAENG)" (MIAENG)

Participation in Workshops / Conferences/FDPs:

1.   Attended five days Workshop on "Internet of Things", Organized by E & ICT Academy, NIT Warangal and Academic Staff College, K L University sponsored by Ministry of Electronics and Information Technology, Government of India at KLU at Guntur from 13th November, 2017 to 18th November, 2017.

2.   Attended five days Workshop on "Machine Learning with R", Organized by Computer Society of India and PVPSIT, Vijayawada, Andhra Pradesh from 27th September to 1st October, 2016.

3.   Attended four days Workshop on "Data Sciences with Python", Organized by Computer Society of India, Mumbai chapter, Mumbai from 25th August to 28th August, 2016.

4. Attended two days workshop on "**NPTEL (National Programme on Technology Enhanced Learning)**" at NIT – Warangal, Organized by IIT, Madras on 31st August, 2012 and 1st September, 2012.

5. Attended a workshop on "**Employment opportunities to the Engineering Graduates**" conducted by J N T University Kakinada, Kakinada on 8th February, 2012

6. Attended four days workshop on "**Academic Leadership Workshop**" at Learning Centre, Wipro Technologies, Kolkata conducted by Wipro Mission10x from 11th October, 2011 to 14th October, 2011

7. Attended a one day workshop on "**Best Practices for Strategic growth of Professional Institutions**" on 18th June, 2011 at Vijayawada conducted by Aassaan Educare Pvt., Ltd.,.

8. Attended a conference on "**Social Audit**" conducted by J N T University Kakimada, Kakinada on 30th October, 2010.

9. Attended a one day workshop on "**Quality Management System {ISO 9001:2008 / 900:2005 / 9004:2009)**" at Rao & Naidu Engineering College, Ongole, Organized by PQMC Pvt., Ltd., on 30th July, 2010.

10. Attended a one day workshop on "**Practical Internal Auditing of Quality Management System as per ISO 9001:2008 and 9001:2002** " at Rao & Naidu Engineering College, Ongole, Organized by PQMC Pvt., Ltd., on 29th July, 2010

11. Attended a meeting on "**Examination Reforms**" at Guntur, organized by J N T University Kakinada on 21st November 2009

12. Attended "**Indo Global American Summit 2009**" at Hyderabad on 10th November 2009

13. Attended one day workshop on "**Latest Technology Implementation on Computers**" conducted by HCL HP on 10th August 2009 at Vijayawada.

14. Attended two days National Workshop, " Image Processing for Beginners", PDA College of Engineering, Gulbarga –April-2006

15. Attended a one day seminar **"Rock the Gyan"** organized by **MicroSoft**, India at J.N.T.University Campus, Kukatpally, Hyderabad, A.P.

16. Attended a one day "**Faculty Education Program"** organized by IBM (India) Ltd. & Computer Society of India in AMS School of Informatics, Osmania University Campus, Hyderabad, A.P.

17. Attended a National Conference on "**Digital Convergence for Quality Education**" at Guru Nanak Engineering College, Ibrahimpatnam, Hyderabad, R.R.Dist., A.P.

18. Attended 2 weeks Short term course on **"Optical Communication Networks for the Next Generation Internet"** organized by AICTE-ISTE in Sri Venkateswara College of Engineering, Sriperumbudur, Tamilnadu, India. from 8th March to 19th March, 2004

19. Attended Second National Conference on "**Document Analysis and Recognition**" at P.E.S.College of Engineering, Mandya, Karnataka, India on 11th & 12th July, 2003.

20. Attended 2 weeks Short term course on **"Real Time Systems" organized by AICTE-ISTE** in Sreenidhi Institute of Science & Technology, Hyderabad, Andhra Pradesh, India. from 2nd June 2003 to 13th June, 2003

21. Attended 3 weeks Refresher course on **"Advanced UNIX & C"** in Academic Staff College, J. N. T. University, Hyderabad, Andhra Pradesh, India from 26th November, 2001 to 15th December, 2001.

Other Academic Activities:

1. Member of Board of Studies in Parvathaneni Brahmaiah Siddartha College of Arts & Science, Vijayawada, Andhra Pradesh.

2. Editorial Board Member of International Journal of Advanced Engineering and Global Technology (IJAEGT)

3. Established Digital Library in Rao & Naidu Engineering College, Ongole of worth Rs. 18.5 Lakhs.

4. Foreign Universities visited :
   - Bob Jones University, Greenville, South Carolina, USA,
   - Clemson University, Clemson, South Carolina, USA

5. Laboratories Established :
   i. Two Computer Lab with 180 Systems and A Server connected with LAN at Rao & Naidu Engineering College, Ongole. Inaugurated by Dr. Allam Appa Rao, First Vice-Chancellor of J N T University Kakinada, on 18th February, 2010.
   ii. One Computer Lab with 60 Systems connected with LAN at Farah College of Engiineering & Technology, Chevella, Hyderabad, R.R.Dist.

iii. One Computer Lab with 60 Systems connected with LAN at Raja Mahendra College of Engineering, Ibrahimpatnam, Hyderabad, R.R.Dist.

iv. Two Computer Labs with 60 & 120 Systems connected with LAN at Sri Venkateswara Engineering College, Suryapet, Nalgonda Dt.

v. Two Computer Labs with 60 Systems connected with LAN at Dr. Samuel George Institute of Engineering & Technology, Markaput, Prakasam Dt.

Social Activities:

i. Founder of LORDS HELP (Little Ones' Rehabilitation Development Society Help" which is a registered society to help poor/orphan women and children since 2003. Activities such as

- Distribution of Mobile Phones for poor students during Covid time.
- Sponsoring students for Graduation, High School and School education.
- Providing Sanitation facilities in the schools
- Distribution of tri-cycles to the Physically Challenged people.
- Distribution of tape recorders and cassettes to Blind students.
- Organizing Flood relief camps, etc.,
- Providing self employment facilities to the poor women (Tailoring, Computer Training, Screen printing, etc.,)
- Providing drinking water in the schools
- Providing Educational kits to the students as well as schools
- Providing Nutritional food for school children
- Providing hygienic kits to the school children
- Organizing health checkup camps in the schools and providing free medicines
- Distribution of Dresses, Cloths and Shoes, to the poor/orphan children

are organized under LORDS Help.

ii. As a Charter President of **LIONS Club of Markapur Town**, the following activities were undertaken by me :

- Administered the polio drops vaccination program.
- Conducted a medical camp in TB prevailing town Markapur.

- On Gandhi Jayanthi day the free distribution of fruits and bread was made to the ailing people in the local Govt. hospital.