



Name of the Staff: Dr. P. SRINIVASA RAO

Designation: Associate Professor

Educational Qualification:

- Ph.D., (Data Mining Using Hadoop MapReduce) from JNTUK,Kakinada(2014)
- M.Tech (CSE)) from JNT University, Hyderabad (2008);
- B.Tech.,(CSE) from JNT University, Hyderabad (2004)

E-mail Address : psr.sri@gmail.com/ psr.cse@mvgrce.edu.in

WebLink:GoogleScholar

<https://scholar.google.co.in/citations?user=8UJDOUMAAAAJ&hl=en>

Specialization: Machine learning,Data mining, Cloud Computing, Big data Analytics , Deep learning and image processing

Professional Experience

- .Associate Professor (2011-Present): MVGR College of Engineering (Autonomous) ,Vizianagaram, Andhra Pradesh.
- Assistant Professor (2005 – 2011): GMR Institute of Technology, Rajam, Andhra Pradesh

Publications:

- Balajee Maram, Guru Kesava Dasu Gopisetty, P Srinivasa Rao, “A Framework for Data Security using Cryptography and Image Steganography”,International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8 Issue-11, September 2019.
- P Srinivasa Rao et al,“A Machine Learning Approach on Image Matching in the Modern Environment” Helix Vol. 9,issue:1,PP:4808- 4812,2019.
- P Srinivasa Rao et al, “A Novel Scheme For Red Eye Removal With Image Matching”, Journal of Advanced Research in Dynamical & Control Systems, Vol. 10, 13-Special Issue, 2018.
- N Sushma Rani, P Srinivasa Rao, “Study and Analysis of Noise Effect on Big Data Analytics”, International Journal of Management, Technology And Engineering, ISSN NO : 2249-7455, Volume 8, Issue XII, DECEMBER 2018.
- P Srinivasa Rao et al ,“An Efficient Preprocessing Technique for Multi-Layer Tissue Database”, International Journal of Academic Engineering Research (IJAER),Vol. 2 Issue 8, Pages: 187-194,August ,2018.
- P Srinivasa Rao et al ,“Multi-Partition Scalable K-Anonymizaiton Using MapReduce”, Journal of Computer, Internet and Network Security, Volume 3, Issue 2, ISSN: 2457-0176, August 2018.

- P Srinivasa Rao et al ,“Privacy Preserving Data Publishing Based On Sensitivity in Context of Big Data Using Hive”,Journal of Bigdata(Springer), Volume:5,Issue:20, ISSN: 2196-1115, Scopus,on July 2018.
- P Srinivasa Rao et al, “An Efficient Framework For Image Analysis Using Mapreduce”, IJCSIT, Volume:07,Issue:5, PP: 2256-2260,2016.
- P Srinivasa Rao et al, “Minimizing Burden Of The Reducer By Implementing Load Balancing Mechanism For Big Data Processing”, International Journal Of Pure And Applied Mathematics(IJPAM), Volume:119,No:12,ISSN:1314-3395, Scopus And UGC (Approved) April 2018.
- P Srinivasa Rao et al, “An Efficient Dbscan Clustering Approach Using Mapreduce, Volume:8,Issue:3,PP:3399-3405,Helix Sci Indexed International Journal, April 2018. Doi 10.29042/2018-3399-3405.
- P Srinivasa Rao et al, "A Secure Framework For Cloud Using Map Reduce",Journal Of Advanced Research In Dynamical And Control Systems(IJARDCS), Volume:9,Sp-14,PP:1850-1861,ISSN:1943-023x,Scopus and UGC (Approved) Dec, 2017.
- P Srinivasa Rao et al, “An Efficient Video Processing Technique To Detect Movie Piracy Using Map Reduce”, Journal Of Computational Intelligence Theory And Its Applications Volume 2 Issue 3,2017.
- P Srinivasa Rao et al, “An Efficient Framework For Image Analysis Using Mapreduce”, IJCSIT, Volume:07,Issue:5, PP: 2256-2260,2016.
- P Srinivasa Rao et al,“ Privacy Preserving By Similar Sensitive Clustering And Distribution”, International Journal Of Electrical, Electronics And Computer Systems (IJEECS), ISSN : 2347-2820, Volume -4, Issue-1, 2016.
- P Srinivasa Rao et al, “An Efficient Semantic Ranked Keyword Search Of Big Data Using Map Reduce”, IJDTA,Vol.8, No.6 , Pp.47-56,2015. doi: Http:// Dx.Doi.Org/ 10.14257/Ijdt.2015.8.6.05
- P Srinivasa Rao et al, “A Novel And Cost-Effective Approach For Privacy, Storage And Computation Of Intermediate Data Sets In Cloud”, IJACCC, Vol.2.No.2, Jul 2014.
- P Srinivasa Rao et al, “A Novel Approach For Identification Of Hadoop Cloud Temporal Patterns Using Map Reduce” Published In IJITCS (MECS) Vol. 6, No. 4,Pp:37-42, March 2014. 10.5815/Ijitcs.2014.04.04
- P Srinivasa Rao et al, “A Novel And Efficient Method For Protecting Internet Usage From Unauthorized Access Using Map Reduce” Published In IJITCS (MECS) Vol. 5, No. 3,Pp:49-55,February 2013, doi: 10.5815/Ijitcs.2013.03.06.
- P Srinivasa Rao et al, “Efficient Clustering Approach Using Statistical Method Of Expectation-Maximization” Published In May-2012/ Volume46/ Number12/6958-9305 Of IJCA,2012.
- P Srinivasa Rao et al, “Knowledge Representation And Reasoning On The Web Of Data” Published In June 2012/Volume 48/Number14 Of IJCA,2012.
- P Srinivasa Rao et al, “A View On Secure Routing In Adhoc Networks” Published In August-2010 Volume2/Issue5/1887-1892 Of IJCSE,2010.
- P Srinivasa Rao et al, “Indexing For Efficient Term-Based Search Using Using Mapping Functions” Published In August-2010 Volume4/Number8/851-1189 Of IJCA,2010.

Papers Accepted: Nil

Papers Communicated:Nil

Books:

- “A SECURE CLOUD FRAMEWORK FOR TEXT PROCESSING USING HADOOP MAPREDUCE” published IN LAP LAMBERT ACADEMIC PUBLISHING with ISBN-13: 978-613-9-82857-9, on 24-05-2018.

Book Chapters:

- [1] Satish Muppli, P Srinivasa Rao, M Rama Krishna Murthy, “Identification of Natural Disaster Affected Area Using Twitter ”, 2nd International conference on Cyber Security, Image Processing, graphics, Mobility and analytics, NCCSIGMA-2019, Advances in Decision Sciences, Image Processing, Security and Computer Vision, Springer Nature, PP:792-801, 2019. https://doi.org/10.1007/978-3-030-24322-7_92.
- [2] P. S. Latha Kalyampudi, P. Srinivasa Rao, and D. Swapna, “An Efficient Digit Recognition System with an Improved Preprocessing Technique”, Springer Nature Singapore, ICICCT 2019 – System Reliability, Quality Control, Safety, Maintenance and Management, pp. 312–321, 2019. https://doi.org/10.1007/978-981-13-8461-5_34.
- [3] P Srinivasa Rao et al, “A Secure and Efficient Temporal Features Based Framework for Cloud Using MapReduce”, springer, 17th International Conference on Intelligent Systems Design and Applications (ISDA 2017), Volume:736, pp:114-123, ISSN 2194-5357 Held in Delhi, India, December 14-16, 2017. <https://doi.org/10.1007/978-3-319-76348-4>
- [4] P Srinivasa Rao et al, “An Efficient Statistical Computation Technique for Health Care Big Data using R”, Scopus, IOP Conference Series: Materials Science and Engineering, Volume: 225, ISSN:1757-8981, ISSUE NO :012159, 2017 doi:10.1088/1757-899X/225/1/012159.
- [5] P Srinivasa Rao et al, “A Efficient Data Integration Framework in Hadoop Using MapReduce” Published in Computational Intelligence Techniques for Comparative Genomics , Springer Briefs in Applied Sciences and Technology , ISSN:2191-530X, PP 129-137, October 2014
- [6] P Srinivasa Rao et al, “A Novel clustering approach using Hadoop Distributed Environment”, Springer, (Applied Science and Technology), ISSN:2191-530X, Volume:9, pp:113-119, October 2014.

Details of papers Presented at International Conference/ Seminars:

- “Increasing Throughput in Clusters by using BASCH “ International Conference on Mathematics and Computer Science(ICMCS-2010), Loyola College, Chennai on 5-6 Feb’2010
- “ROOK: Multi-Session based Network Security Event Detector” International Seminar on Artificial Intelligence & Applications (AIA-2009), GMRIT, Rajam on 10-11 Dec’ 2009

- “The Need, Use and Efficiency of Spatial Data Mining”, International conference held at GRIET, Hyderabad, 26th & 27th Dec’ 2008

Details of papers Presented at International Conference/ Seminars at abroad:

- “ An Efficient Ranked keyword based search of Big Data using MapReduce” 6th international conference on intelligent computing and applications (ICICA 2016), Brisbane, Australia, January 8-10, 2016.url: <http://www.icica.org/his.html>. Paper published with ISSN:1798-2340 in JAIT, Volume:8, NO:3, August 2017.

Research Sabbatical

- Completed one month (25-02-2019 to 20-03-2019) research sabbatical on AI and Deep Learning at NVIDIA Research center at Bennett University, Greater Noida Under the mentorship of Dr. Tapas Badal, Professor,CSE, Bennett University, Gr. Noida, UP.

Patents Filed:

- Filed an Indian patent with Application NO.201941022847, Title: “Artificial intelligence based automated music composing model” on 27-05-2019.
- Published an Indian patent with Application NO. 201941013991, Title: “Wearable Device to Monitor Dehydration” on 08-04-2019 which is under awaiting examination.

Number of UG/PG Projects Guided: 25

Ph.D Guidance: 07 (in Progress)

Seminar/Conference/Workshops Attended

- A 10 day FDP on “Data Science and Big Data Analytics” at NITW, Warangal From 5th June 2016 to 15th June 2016
- A two day national level hands on workshop on Research perspectives in cloud computing-RPCC-2014 at JNTUK,Kakinada on 12th and 13th July 2014
- A 2-day National workshop on “Quality Enhancement in Higher Education(NCQESHE-2013)” on 28th to 29th September 2013 at GITAM,Visakhapatnam.
- A 3-day National Workshop on “Recent Research Trends in Computer Science and Information Technology” on 21st to 22nd June 2013 at JNTUK CoE,Vizianagaram
- 5-day FDP on “Mobile Application Development” conducted by MVGR CoE,Vizianagaram on 21st to 22nd June 2013.
- A 3-day workshop on cloud computing conducted by C-DAC Chennai from 20th Mar 2013-22nd Mar 2013.
- A 3-day Workshop “Lab View of National Instruments” on 1st to 3rd NOV 2012 at MVGR CoE,Vizianagaram

- National Seminar on Cloud Computing at GITAM on 7 and 8 Sept 2012
- A 4-day Training Program on Introduction to “MATLAB Programming and SIMULINK-2012” on 30th May to 2nd June, 2012 at MVGR CoE,Vizianagaram
- 3-day FDP on Recent Advances in Data Mining And Dataware Housing on 17th -19th May 2012 at Avanthi’s Research & Technological Academy ,Vizianagaram.
- Two day International workshop on IWICA (Intelligent Computing Applications) on 6th and 7th January 2012 at MVGR college,Vizianagaram
- Two day National workshop on AITEA (Artificial Intelligence Techniques in Engineering Applications) on Dec 2011 at MVGR college,Vizianagaram.
- 2-day training program on “Effective Menteroring Abilities” on 18th &19th april 2011 at GMRIT
- 5-day training program on statistical computing from 20th-24th Dec 2010 at GMRIT,RAJAM.
- One day workshop on Research Methodology on 26th June 2010 by Dr.G.V.Rao, and Dr.R.S. Sasidhar at GMRIT,Rajam.
- Emerging Technologies - Cloud Computing & SOA at GMRIT on 20th Sept’ 2009.
- Systems requirements and Engineering at MVGR on 11-12 Feb’2008
- Business Intelligence Tools and Techniques, NIT, Warangal on 28-30, Jan’ 2008.
- ESP program for technical teachers GRIT on 13-14, Mar’ 2006
- Entrepreneurship Awareness Workshop (APITCO), at GITAM on 31-01-05 to 02-02-05
- Methods of improving teaching techniques conducted by NITTTR, Chennai at GMRIT on 05-10 Dec’ 2005

Seminar/Conference/Workshop Coordinated

- [1] Co-ordinator for a three day Training Program conducted on Microsoft Office Tools & SIS(EZ-School) at GMRIT on 5th -7th May, 2010
- [2] Acted as coordinator for a 3-day workshop “Technotalkative”,at MVGR on 14th to 16th march 2012
- [3] Acted as Co-ordinator for one-day workshop on “Free and Open Source(FOSS) Tools”,at MVGR under CSI on4th August, 2012
- [4] Acted as Co-ordinator for 3-day workshop on “Research Advances in Science and Engineering(RAISE)” on 30th Jan 2013 to 1st Feb 2014. at MVGR CoE,Vizianagaram
- [5] Acted as Co-ordinator for 6-day Faculty Development Program on “Hadoop and Big Data Analytics” on 14th Nov 2016 to 19st Nov 2016. at MVGR CoE,Vizianagaram in Association with **Electronics & ICT Academy, NIT Warangal**, Deity, HRD division, Ministry of ICT Govt. of India

MOOCS Certifications:

- Completed Certification on “Introduction to HTML5(4Weeks)” from Coursera, University of Michigan on 18-07-2016.
- Completed Certification on “Internet of Things: How did we get here” from Coursera, UC San Diego on 19-07-2016.
- Completed Certification on “Internet of Things” from Cisco Networking Academy on 27-04-2017.
- Completed Certification on “Big data and Hadoop for Beginers with hand-on” from Udemy on 16-08-2017.
- Completed Certification on “Big Data and Hadoop Essentials” from Udemy on 15-08-2017.
- Completed Certification on “Hadoop Starter Kit” from Udemy on 16-08-2017.

- Completed Certification on “Python for absolute beginners” from Udemy on 16-08-2017.
- Completed Certification on “set up Bigdata development Environment” from Udemy on 16-08-2017.

Orgnaizing Committee Member:

National:

- Organizing member for “International conference on internet of things and applications for smart city (ICIOTAS-2016)” Conducted on 18-19th march 2016 at Annamacharya institute of technology and Science, Tirupathi.
- Organizing member for “International conference on Rough Sets and Soft computing in Big Data Realm (ICRSBR-2017)” Conducted on 09-11th November 2017 at CVR College of Engineering, Hyderabad.
- Organizing member for “Internet of Things for Future Smart Cities (ICIOTSC-2017)” Conducted on 21-22nd July 2017 at Geethanjali Institute of Science and Technology, Nellore.

International:

- Organizing member for “5th World Conference on Applied Science,Engineering and Technology (WCASET-2017)” Conducted on 11th -12nd October 2017 organized by Institute for Engineering Research and Publication at Bangkok, thailand.
- Organizing member for “3rd International Seminar on Advances in Materials Science and Engineering (ISAMSE 2018)” Conducted on 22nd -24th June 2017 organized by AEIC Academy Exchange Information Centre at Nanyang Executive Centre, Singapore.

National Advisory Board Member:

- National Advisory Board Member for “International conference on Applied Sciences, Engineering Technology and Management 2017(ICASETM-17)” Conducted on 02nd-3rd November 2017 at DRK Institute of Science and Technology, Hyderabad.

Reviewer / Editorial Board

- Review member for the Computer Journal in Oxford University Press Publishing
- Review member for International Journal for Advanced Engineering Technology and Application (IJAETA) in Natural Science Publishing.
- Review member for International Journal of Emerging Technology in Computer Science and Electronics) for Advanced Engineering Technology and Application (IJETCSE) in Tech Republic Publisher.
- Review member for the in Universal Publishing & Research Organization (UJM).

Invited Lectures

- Resource person for a three day Training Program conducted on Microsoft Office Tools & SIS(EZ-School) on 5th -7th May, 2010.

- Attended as Resource person for CloudComputing Workshop at Swarnandhra College of Engineering ,Narsapur, West Godhavari, on 26-09-2012.
- Attended as Resource person for two day workshop conducted on business intelligence and data mining at CR Reddy College at Ealuru, west Godavari, on 6,7-03-2014.
- Resource person for Hadoop hands on Workshop at Vr. Siddhartha Engineering college , Kanuru, Vijayawada on 9,10-10-2015.
- Resource person for “CLOUD COMPUTING” workshop at GITAM University, Visakhapatnam on March 28th, 2016.
- Resource person for “NECESSITY OF OPTIMING BIG DATA” workshop at ADIKAVI NANNAYA University, Rajahmundry on August 5th, 2016.
- Resource person for delivering “OOPs Concepts and C++” at GITAM University, Visakhapatnam on 22 August 2017.
- Resource person for “DATA ANALYTICS” workshop at ADIKAVI NANNAYA University, Rajahmundry on 22nd February, 2018.
- Resource person for delivering “Practical view on Data mining” at Avanthi Intitute of Engineering &Technology, Bhogapuram, Visakhapatnam on 12 March 2018.

Chairmanships at National or international Conference / Seminars

- Attended as a Judge for chairing session in “ASPIRE 2K16” organized at AITAM, TEKKALI during 26,27-2-2016.

Coordinator:

- [6] Co-ordinator for a three day Training Program conducted on Microsoft Office Tools & SIS(EZ-School) at GMRIT on 5th -7th May, 2010
- [7] Acted as coordinator for a 3-day workshop “Technotalkative”, at MVGR on 14th to 16th march 2012
- [8] Acted as Co-ordinator for one-day workshop on “Free and Open Source(FOSS) Tools”, at MVGR under CSI on 4th August, 2012
- [9] Acted as Co-ordinator for 3-day workshop on “Research Advances in Science and Engineering(RAISE)” on 30th Jan 2013 to 1st Feb 2014. at MVGR CoE, Vizianagaram
- [10] Acted as Co-ordinator for 6-day Faculty Development Program on “Hadoop and Big Data Analytics” on 14th Nov 2016 to 19st Nov 2016. at MVGR CoE, Vizianagaram in Association with **Electronics & ICT Academy, NIT Warangal**, Deity, HRD division, Ministry of ICT Govt. of India

Administrative activities (Held):

- Workshops/Guest Lectures/Seminars/FDP Coordinator
- Member of MVGR Bulletin
- Active Member in NAAC, NBA and AUTONOMOUS

Administrative activities (Present):

- Examinations In-Charge
- Panel member and coordinator for B.Tech and M.Tech projects review committee

Academic Activities:

- External Examiner for Kakatiya university and JNTUK
- Paper setter for various Autonomous colleges

Co-curricular / extracurricular activities:

- Attended as a member for Associate Data Analytics at NASSCOM, HYD. on 3-09-2015.
- Attended as a APSSDC training member for Associate Data Analytics-Module1 at Central University in Association with NASSCOM, HYD., during 07-12-2015 on 11-12-2015.
- Attended as a APSSDC training member for Associate Data Analytics-Modul2 at Acharya Nagarjuna University Guntur in Association with NASSCOM, HYD., during 6-07-2016 to 10-07-2016.
- Attended as a APSSDC training member for Associate Data Analytics-Modul3 at JNTUniversity Kakinada,Kakinada in Association with NASSCOM, HYD., during 14-12-2016 to 18-12-2016.

Memberships held:

| S. No. | Name of Professional Body | Grade of Membership | Membership No. |
|--------|---------------------------|---------------------|----------------|
| 1 | IEEE | Senior Member | 94968036 |
| 2 | ACM | Member | 7829340 |
| 3 | IE | Life Member | M-1526191 |
| 4 | IACSIT | Life Member | 80344859 |
| 5 | ISTE | Life Member | LM 57073 |
| 6 | CSI | Life Member | I012961 |
| 7 | IAENG | Life Member | 159493 |
| 8 | CSTA | Member | 48908985 |
| 9 | ISDS | Life Member | M173273 |
| 10 | IJSPP | Life Member | 18033 |
| 11 | InSc | Life Member | INSC2019643 |

I hereby declare that all the information provided above is true to the best of my knowledge.

Date: 6-01-2020

Place: Vizianagaram

(Dr. P. Srinivasa Rao)