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NAAC – SSR CYCLE -I 3.3 Research Publication and Awards

3.3.2 Conference Proceeding Year: 2018- 2023

3.3.2 Numbers of papers published in national/international conference proceedings during 2018-2023

S.NO	TITLE OF THE BOOKS	AUTHOR	
1	Uirdu Afsana Tahqeeq Wa Tajziya	G. Rakiya Nazneen	
2	Securing Personal Information and Transactions using Block Chain Technology	Mrs D.Kavitha, Mrs.M.Pitchammal	
3	A Study on Consumers Buying Behaviour of Consumetic Products in Vellore.	Dr.B.Sasireka	
4	Challenges And Problem Faced By Womens Entrepreneurs In Ranipet District	G.Loganayagi	
5	A Study on Sales Promotion and Customer Buying Behaviour with Special Reference to Apple I phone at Vellore City.	K.G.S.Sri Deepa	
6	A Study of Women Empowerment through SHG's with Special Reference in Vellore District	G.Loganayagi	
7	A Study on Awareness, Effectiveness of Green Marketing and it's Impact on Pollution in Vellore K.G.S.Sri De		
8	challenges faced by women entrepreneurs with reference to vellore district	V.Vichitra	
9	Wireless Sensor Networks	M.Silambarasi R.Sangeetha	

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Dr. Freda Gnanaselvam, Ph.D., Principal

M.M.E.S. Women's Arts & Science College



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و اكثر منظيل الدين صديق	97	اردوافسانه تحقيق وتجزيه
عنوازاكيا " فرى دى مانى بايا	اولي العامات واعزازات	واكثر واؤدفسن كويهت سار
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بي فديات ٢٠١٢، كرنا فك اردو		
الميوسلطان لتريري ايوارد ١٠١٥ م		
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ورت مرتع ہے جوسادہ دو کش اسلوب	او نے والے واقعات کا خوا	شب در وز کے مشایدات اور روقما
بول الحفي مكس ورمكس، آداره كية،	روں کی کاندلس، سالے	یں ہے الروال وہ دار لوگ کھ
نهذيب بحنثى اقدار اورغير صحت مند	رب ہے۔ نیانے بین جو زوال آمادہ ^ن	من ب الروب المرابع ال
، فیریقین صور تحال کوخلیق جنر مندی کے	ور فرا فر کرانتظاراور	واشر كالدران الماسية
ر اورسیاست دانوں کی مکاری وانسانی	ر ریاچه ی سای اتقل پتقل	احدا حافران الرسال كام
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وكم موضوع يرجن ايك بهترين الساء		
ہے اے محموں کرنے کے بعد رو گا		
ب. ل انسانیت پر-والیه نشان کھڑا ہوجا تا پل		
بن بيافساراس كايمترين مثالب بن بيافساراس كايمترين مثالب		
بی ارد من کا ططراب کے آیات مہیں بیدارد من کے اضطراب کے آیات مہیں		
بیدارد من سے رقبال ماکرا ہماہ دخلق دیدن میں رقبال ماکرا میاہ	افعالے حرف ایک صال ا	والقرواود الا
نوخلقی دٔ مهنول میں شعلہ پیدا کرتاہیہ او مرب میں مدین کا مار مجس سراف انہ	مِديًا رب بي ع _َ ده رب	این بلله آن افسالول مین جماری
بيور كرتام وأكثروا ووصحن كافسانوة	ليدل داستان بيان رك پر	يبي شعله عيل كار لواسية عبيد ك

واكترم فليل الدين صديقي أردوافسانه تحقيق وتجزيه يى راكعه نازين اسشف يروفيس شبتاردو الميالي الاسال وينس كالحميل وشارم قبل ناؤو آزادی کے بعداً بھرتے افساندگار اردوافساندا في عركى ايك مدى كمل كرك دوسرى مدى شي قدم رك چكاسياس عرصينى اس

في المراحل مع الله الله المائل چد، راجد مطح بيدى، معادت من منتوعمت چنائى، نا فتجدرى، اختر الصارى وغيرو في السالوى سفرش اجم دول ادا كما ووز ماديهاى وعلى مول اور قريك آزاد كالشالوكول في ان كافسانون بين ابندول كا آوازيرسين اك لئ ويصفى ما ويصف ندكوروافساندگارول فيلل عرصيل مقوليت ماصل کی۔اس کے بعد اردو افسار ترقی کی منزلوں پر گامزان ر اور فن کے اعلی معیار پر کانوا اور اس میں نت نے جریات مجی ہوتے رہے افسانہ گار بڑے شوق اور وق سے مغربی اثرات کو قبول کرتے اوے اور اسلوب کے شیخر کے اگر کے دہے۔

ابتائے کے کردور عاضرتک اردوش بے شارالمائ قارالماؤی افتی پراہم تے رہے ڈاکڑ داؤوص كرنا كك كے فعال للم كار إلى جو كل وو اردوز بان واوب كے استاد كئى الى كہا جا تاہے كر اردوز بان واوب ال كاعبت محض جذبالي خيس على وعلى جي جوشاع واديب القاد محقق مترجم اور طنزوموال كار وون كرا فرا فرا كالرائد الدارة المراق الدارا كالمراس عالمين الراك الريام وف منف د الله والشب الله والأراد والمسل كا عاد كابيل اب تك شائع مومل إلى موادشب الله والعيرت، لقد ونظريات، سالے بول الحمان میں سے بین کاموض عشقید فحقق ہے اور چھی کتاب یہ یم چھکی تخب کہانیاں ہے دادومس كر فرن ش شاعرى اورافساند كارى كاليمام بوط احزاج ياياجاتا ب كرافيين ايك دومرت ے الگ کنامشکل بوجاتا ہے ان کے بعض افرانوں میں شعریت اس قدر رہی ہی ہے کہ ان پر خوبصورت نثرى تظول كا كمان بوتاج جوافسانول توشيلي تاثراتي اورمقصدى بناديتا ب-

ISBN No. 978-81-954282-8-1 Urdu Afsana, Tahqeeq wa Tajziy Dr. Freda Gnaras elvam, Ph.D.,

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SECURING PERSONAL INFORMATION AND TRANSACTIONS USING BLOCK CHAIN TECHNOLOGY

Mrs. M. Pischammal, MCA., M. Phil., Assistant Professor,

Mrs.D. Kavitha, M.Sc., M.Phill, Assistant Professor,

ARSTRACT

The development of technology has made social network, digital sources become more informative and crucial services for users. Usage of digital sources can be split into four major sectors namely Entertainment, Education, Banking, and Business. Most of the services are free and centralized. Each and every source has their own way to interaction with their users and all the user details are managed by a central authority. A user data is originated from the user and it Balongs only to the user but all these sources coillects user data and bids to companies to overcome the cost invested in free services. These kinds of issues can be solved using block chain technology. A block chain technology is used to secure data and it is immutable. It was introduced in bit coin but this technology can be expanded and applied to most of the services that we are currently using. In this paper we will develop a simple block clinin technology to store user personal information and we will implement a simple peer to peer transaction and the backend block chain structure will ensure the trust and security. If this structure is further developed as a distributed peer-peer money transfer application then anyone can send or receive money from one any nucle participated in the network with full truce and security. Keywords: Immutable, Block chain, Centralized authority, Distributed, peer-peer transactions.

I. INTRODUCTION

Im real world we cannot duplicate our identity as other person and one person will not be able to present in different places with others identity where as in digital world a single person identity can be bought and sold. If physical identity is stolen then we can able to claim but theft of digital data is not known most of the times. A person's character can be easily analyzed by analyzing his social media activities and search result. This kind of data can be missested by hockers. [4] Tech giants like facebook, Google offices free products but these products will cost bandreds of dollars to operate and maintain. They are equalizing their costs by biding our data to other companies. Through this data a company can predict a person's interest and predicting will gives the power to company to make users act as they want. If a company is not selling the data them they will be making research on the data to provide higher profit. Since all these data are created by users, they should be the one who gets benefits out of it. This error is happening because of centralized networks i.e. A single company owns all user data. This can be rectified by converting the communication to decentralize mode then security and trust will be difficult to in cooperate. So, Block clasin technology can be used to in co-operate trust and security in a decentralized network in a block chain each

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CHALLENGES AND PROBLEMS FACED BY WOMEN ENTERPRENEURS IN RANIPET DISTRICT

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ABSTRACT:

A woman entroprenent is expected to do everything that emerphise creation and running requires, agin from coming up with a viable bussiness proposition to setting it up and growing the firm. In the last 300 years, women have been subjected to a lot of social injustice. They have been deprived of their timese grindlegas. Take education, career, right of opinion-equal opportunities, etc. For this study like permany data in used and a was based on structured questionairs. The study was conducted by women anniagranum. For this study 50 women enterpreneum were selected from Ranipet District to annifore the data. The SPSS package version 21 is used for this study. The main objective of the study is To analyse the challenges of women enterpreneums in Ranipet District, to identify the practitions faccul by women enterpreneurs in Ranipet District. The statistic tool like precentage analysis, n-asse and amova is used for this study.

Keywords Challengers and Physiciens of Women Enterpreneurs

Women companies around half of the total world population. So is in India also. They are, therefore, acquired as the better half of the society. In traditional societies, they were confined to the four walls at houses performing household activities. In modern societies, they have come out of the four walls are participate in all sorts of activities. The global evidences buttress that women have been performing exceedingly well in different spheres of activities like academics, politics, have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now, they have started plunging into industry also and running their emerprises successfully. Therefore, while discussing on entrepreneurial development in securios in the fitness of the context to study about the development of women entrepreneurs in the country. The present study, therefore, aims at discussing the challenges and entrepreneurs in the country in India. Let us begin with understanding the concept of women entrepreneurs. entrepreneurs

CONCEPT OF WOMEN ENTREPRENEURS

Government of India defines women enterprise as an enterprise owned and controlled by women. with a minimum financial interest of 51% of capital and giving at least 51% of employment in the enterprise to women A women heading such an enterprise is called a women entrepreneur.

2 OBJECTIVES OF THE STUDY:

- To analyse the challenges of women enterpreneurs in Ranipet District.
- To identify the problems faced by women enterpreneurs in Ranipet District.

LIMITATION OF THE STUDY

The sample size was restricted to 50 women entrepreneurs in Ranipet District.

3. REVIEW LITERATURE:

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A STUDY ON SALES PROMOTION AND CUSTOMER BUYING BEHAVIOUR WITH SPECIAL REFERANCE TO APPLE IPHONE AT VELLORE CITY.

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1. Interoduction:

Smart phone is a need of today's world. Apple iPhone began with a request from Apple line. The meaning of the 'i' in device such as the iPhone and iMac. I stand for "internet". Consumer meaning of the 'i' in device such as the iPhone and iMac. I stand for "internet". For my construct is more impostum in marketing the influences customer purchasing behavior. For my construct is more impostum in marketing the influences customer purchasing behavior. For more customers Apple is not only a brand but also a belief. When apple introduce a new product. There is to solve consumers are also called "Apple Fance" as there are many customers are queue up for it. Those loops to consumers are also called "Apple Fance" as false promotion is a key success of every business. It includes to consider the brand to the public. It is the information of market of a product in a fine manuer to keep sustaining positive image.

- Elimitation of the standar
 The information collected through the questionnaire is subject to willingness of the respondents.
 - Ene research was dome with a limited time and respondent

4. Review of liberaduses.

Kyle MicRaftsweski and Mark Mickelson in their study Apple's iPhone Launch a case study in effective marketing reveals that the iPhone was developed, priced, promoted and distributed is lesson for marketing reveals that the iPhone was developed, priced, promoted and distributed is lesson for marketing reveals that the iPhone was developed, priced, promoted and distributed is lesson for marketing the world. Apple investors were pretty happy with the outcome as well. In addition to satisfying consumers with a great product, Apple built a powerful partnership with AF& I and also condensed benefits to overseas suppliers of parts and manufacturers.

Kotlen (2009) claims that while advertising is used as a long term technique for enhancing the brand value, sales promotions are mostly used I order to create a short term demand for the products hunce sales promotions are actively and increasingly used by brand managers because of their efficutivements in some of the cases. Taking this into account, it is worthwhile for every marketer to perfect an important tool as sales promotions.

5. RESEARED NOT TREO SOULOGY

- The study was conducted in Vellore City.
 The sample size of the study is 100 through structured questionnaire.
- Convenient sample techniques are used to collect data. Both Primary and Secondary data ware used in this passeauch.
- SPSS software puckage was used to test the research hypothesis.
- Tools used to test the by pothesis are ANOVA and chi square.

6. Data Analysis and Interpretation ANOVA

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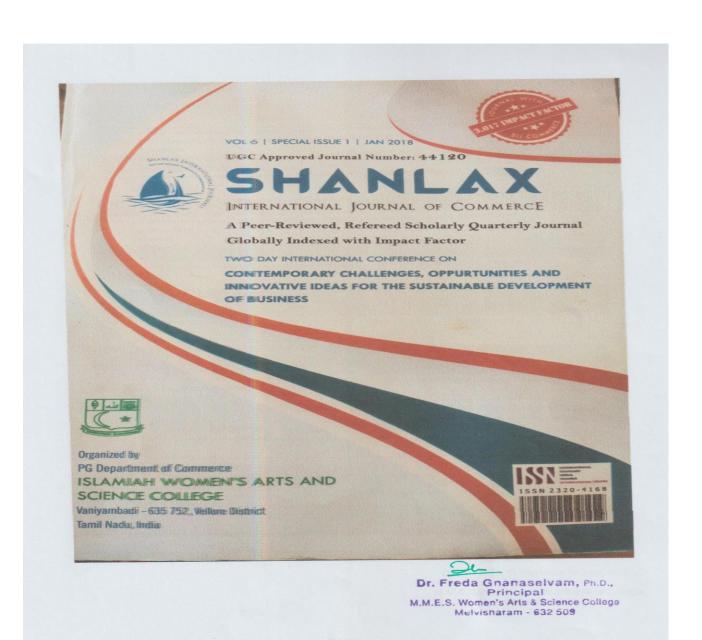


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STUDY OF WOMEN EMPOWERMENT THROUGH SHG'& WITH SPECIAL REFERENCE IN VELLORE DISTRICT

Mrs. G. Loganayagi

Head of the Department, Department of Commerce MMES Women's Arts and Science Callege, Melvisharom, Vellore District

on in India are mostly maide the four walls of in hand are mostly metar the four walls of in modern societies, they came out of the all of the hances. A study of women rment through SHES swith special reference to District is the main objective of the study. The the SPICs are giving training programs, awareness about general issues, one day orentational program, how to develop their business, marketing and getting communication with political members. The main reason of the SHG's is to motivate the group members. The SHGs is acting a huge role in women empowerment.

Keywords: Women SHGs in Vellore district.

SHG's is a small group created by the rural and urbanwomens, who have come forward reluntarily to from a group. To achieve some knowledge and improve their economic status of the members. The empowerment of women through Self Help lead benefits not only to mividual person, but also for the family as well as community development. They voluntarily ne together to solve their financial problems and to gain knowledge through SHG's. The Self Help Group's help them mutually by giving them self-confidence.

Review of the literature

Devi S. Kawitha (2014) has reviewed on the topic "Micro Finance and Women impowerments in this article the presentation was a succinct and applicative manner of everal decibism making processes. The ability to generate and control their own income can further empasser passer women. Research shows that credit extended to women has a significant mpact on their families' quality of life. Of these methods micro finance providers tend to molve the husbands of their female clients when talking business, because his support if vital. Additionally, any plan to fight poverty cannot solely focus on one gender and circumstances herefore; many micro finance programs serve men as well.

Dhanaliakshmi and Rajini (2013) writes on "A Review of the Literature: Women Empowerment through Self-Help Groups (SHGs)" in International Journal of Research in Commerce and Management. This paper looks at the literature around the Self Help Groups SHGs) movement in India. It is hoped that it will be useful to fellow researchers who are andertaking studies in this area. It exposes the historical background of Self Help Groups in adding studies in this area. It exposes the historical background of Schrift in this paper reviews literature on the subject's empowerment process in relation to a Self-H. by a Self-Hallp Group as well as related literature. It is important to note that most literature has been focusing on empowerment as the outcome not as the process.

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CHALLENGES FACED BY WOMEN ENTREPRENEURS WITH REFERENCE TO VELLORE DISTRICT

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ISSN 2320-4168

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January 2018

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Abstract
The present was of denationalization and globalization is throwing up enormous opportunities for entrepreneurial ventures. More and more women are becoming aware of these opportunities and trying to join the development of entrepreneurs. Various research findings suggest that women entrepreneurs are facing a overaliumiance of constraints at various stages of their growth and development. Constraints related to psychosocial factors, legal and policy framework, support services like financing, training, technology,

Special Issue 1

information, and production and marketing of product and services have been discussed. This paper makes various suggestions to remove these obstacles or restraints. The paper also suggests the need for systematic research on various aspects of women entrepreneurship. This will pave the wave for gender-sensitive industrial policy formulation and implementation.

implementation.

Keywords: Women entrepreneurs,
development, awareness, implementation. constraints

Introduction

It has been empirically proved that women's contribution in industrial development improves their quality of life, extent of literacy and life hope while decreasing their fertility rate. Remunerative employment and entrepreneurial opportunity also enables women to fight poverty. Women's entrepreneurial activities are thus not only a means for their economic survival but also have positive outcomes for women themselves and their social environment. More and more women are becoming aware of these opportunities and trying to join the basis of entrepreneurs. But the irony of the situation is that generally the entrepreneurial potential of women is rarely realized beyond the basic level required to sustain the family. This seems to be true for the women world over. Even in the United States, which is one of the most developed countries of the world, 80% of the women entrepreneurs have been found to start businesses in the homes and remain small operators. There are very few instances where women entrepreneurs are encouraged by the society to set up large enterprises for fulfilling their ambitions. Training program create interest among women and helpful to increase their skills and also to build social attitude and high confidence.

Objectives of the Study

- To determine the reasons for women involving themselves in entrepreneurial activities
- To discuss the development of women entrepreneurs through small and medium enterprises.
- To draw conclusions ad suggestions.

Methodology

The study adopted Random technique method. 150 respondents were selected for the study through simple random sampling which instituted the sample size. The filled in questionnaires

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Two Day International Conference on Allergers, Apopurtuminists and Incommisse lidens for the Sectionalise Development of Business ON AWARENESS, EFFECTIVENESS OF GREEN MARKETING AND ITS IMPACT ON POLLUTION IN VELLORE

> K.G.S. Sri Deepa., M.Com., M.Phil., B.Ed Assistant Professor, Department of Commerce M.M.E.S Women's Arts and Science College, Melvishara

consummental and sco-marketing are part marketing approaches which do not just also or enlanuar existing marketing thinking the but seek to availence those approaches and a substantially different perspective. The main of the study is unfurther green marketing positive impact or dessan the negative impact currentments and to explore the basic parameters of new marketing strategy asseng Grand Marketing strategy asseng Grand Marketing". The scope of the deals with the marketing and effectiveness of marketing. Die study has some limitations that it n difficult to conver all the customers because of less size. Due research was made with 200 redents. Dated swere collected by both the primary andary data Statistical tools such as percentage

analysis, mean ranking, Chi-square, ANOVA, t-test were used for testing the various hypothesis. The study helps to found that the chi-square test revealed that the companies are promoting Green marketing activities for good to addressing issues, result in better product, strengthen company's image, companies that focus on environmental concerns persuade consumers to buy and companies truing in cheat customers in the name of companies trying to cheat customers in the n Green Marketing. From this study I concluded that Green marketing will come with drastic change in the world of business if all nations will make strict rules because green marketing is essential to save world from pollution

Keywords: Perspective. Encompassing, Effectiveness, Strengthen, Parameters.

Introductions

Green, environmental and eco-marketing are part of the new marketing approaches which do not just reforcus, adjust or enhance existing marketing thinking and practice, but seek to challenge these approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

Divergent aspects of Green Marketing include Ecologically Safer Products, Recyclable and Biodegradable Packaging, Energy-Efficient Operations, and Better Pollution Controls. Advances produced from green marketing include packaging made from recycled paper, phosphate-free detergents, refillable containers for cleaning products, and bottles using less plastic.

Review of Literature

Aggani SwapnaLatha (2012) in her study on "Green marketing in India: Opportunities and challenges" examined that environmental issues influence all human activities, few academic disciplines have integrated green issues into their literature. This is especially true in marketing. As society becomes more concerned with the natural environment, businesses have

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DETECTION OF CLONE ATTACKS IN WIRELESS SENSOR NETWORKS

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ABSTRACT

A Wireless Sensor Network is a set of sensors that communicate through wireless links. Wireless Sensor Networks is used in a wide range of applications such as environmental tracking, target tracking, health monitoring, smart homes, surveillance system, military applications etc. Each node in Wireless Sensor Networks composed of a micro-sensor with the capacity of acquisition, processing and by data transmission. The sensor nodes usually deploy in geographic locations to keep track of changes in the environment. Some kind of attacks might occur to the nodes or the data transferred between the nodes. The security of operations within a Wireless Sensor Network requires the protection of messages exhausted between the sensor nodes. One such challenge to the sensor network is the clone attack or the node replication attack. In order to detect and prevent the Clone attack, different approaches are used. Considering, the challenges in the Wireless Sensor Network, a trust based Clone detection approach is used to identify the cloned node in the network.

Keywords: Wireless Sensor Networks, Security Requirements, Security Attacks, Clone Attack Detection Schemes.

I. INTRODUCTION

In recent years an efficient design of a Wireless Sensor Network has become a leading area of research. A Sensor is a device that responds and detects some type of input from both the physical or environmental conditions, such as pressure, heat, light, etc. The output of the sensor is generally an electrical signal that is transmitted to a controller for further processing.

A Wireless sensor network can be defined as a network of devices that can communicate the information gathered from a monitored field through wireless links. R.SANGEETHA, M.M.E.S WOMEN'S ARTS AND SCIENCE COLLEGE, MELVISHRAM.

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A Wireless Sensor Network is one kind of wireless network includes a large number of circulating, self-directed, minute, low powered devices named sensor nodes called motes. These networks certainly cover a huge number of spatially distributed, little, battery-operated, embedded devices that are networked to caringly collect, process, and transfer data to the operators, and it has controlled the capabilities of computing & processing. Nodes are the tiny computers, which work jointly to form the networks. These are similar to wireless ad hoc networks in the sense that they rely on wireless connectivity and spontaneous formation of networks so that sensor data can be transported wirelessly.

WSN is spatially autonomous sensors to monitor physical or environmental conditions, such as temperature, sound, pressure, etc. and to cooperatively pass their data through the network to main locations. It is mainly used for Industrial and Consumer Applications to monitor their process.

II. WIRELESS SENSOR NETWORK ARCHITECTURE

The Wireless Sensor Network is built of "nodes", where each node is connected to one (or sometimes several) sensors. Each node has a Radio Transceiver with an internal antenna or connection to an external antenna, a Microcontroller, an electronic circuit for interfacing with the sensors and an energy source. Size and cost constraints on sensor nodes result in corresponding constraints on resources such as energy, memory, computational speed and communications bandwidth. The topology of the Wireless Sensor Networks can vary from a simple star network to an advanced multihop wireless mesh network. The propagation technique between the hops of the network can be routed or flooding.

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