Name:Dr.Annaluri.Sreenivasa Rao
Designation: Assistant Professor
Department: Information technology
Mail Id:sreenivasarao_a@vnrvjiet.in

Experience (in years): 24+yrs Teaching: 24+yrs   Research: 10   Others(if any,specify)::8M
AICTE ID: 1-3363990022 .   Date of Birth: 29.08.1972

1. Educational / Technical qualifications: Ph.D. M.Tech, MCA,

S.No	Level (UG / PG / Ph.D)	Year of passing	Specialization
1	Ph.D	2017	Computer Science
2	M.Tech	2007	Information Technology
3	MCA	1996	Master of Computer Applications

2. Teaching and Learning:

1.1 Teaching Interests: Data Base management systems, Data Mining, Information Retrieval Systems, Software engineering, Software project management, E-Commerce, Intellectual Property Rights, Distributed Databases ,Internet of things,Artificial Intelligence etc

1.2 Novel Teaching & Learning Techniques adopted: Chalk and Talk, PPT, Video Lecturers.

2.3 Involvement in curriculum updating / Design: yes

Distributed Systems, IT work shop

3. Co-curricular and Extra-Curricular Activities

3.1. Interests and Hobbies: Knowing about latest developments, Motivating Students.

3.2. CCA/ECA Organized: Industrial Visits,Hackathons,Reviewer

- Reviewed Papers in International Journal and Conferences in JMM,Data 21 etc

1. Industrial Visits to INCOIS for B Tech III yr on 8.6.2022 ,90 Students and SEBI for IV yr I Sem for 40 Students

2. Virtual Industrial visit in the form of webinar on 12.3.2020 between 10 Am to 12 Noon for 180 Students

3. Industrial Visit To SEBI, Hyderabad on 8.3.2020 for B.Tech III yr II Sem and M.Tech I yr II Sem with the facuty Members Mr.G.Rajesh Kumar and Dr A Sreenivasa Rao

4.Industrial Visit to INCOIS(Indian National Centre for ocean information Services) An Autonomous body under the Ministry of Earth Sciences,,Pragathi Nagar,Hyderabad on 3.2.2020 for 180 I Yr B Tech and M.Tech Students with 5 faculty Members namely Dr A.Sreenivasa Rao Mr.S.Murali Mohan,MrsD.Kalyani,Mrs S .Swathi and MrsY.Usha Rani

5. Industrial Visit to NRSC-ISRO Out Reach Fecility, Jeedimetla on 24.7.2019 and 29.8.2019 for III yr I Semester with Faculty members Mr .T.Ravi,Mr.S.Murali Mohan and Dr A Sreenivasa Rao

6. Industrial Visit to TCS for III B.Tech IT for 13 Students during 31.01.2019.TCS,Hyderabad. With the faculty member Mrs.K.Renuka.

7.Industrial Visit to I B.Tech II Sem Section 1,2,3 and III B.Tech II Sem for 240 Students to Hindustan Coca-Cola Beverages Pvt Ltd, AmeenPur. Hyderabad during 19 th and 20 th Feb 2019 with the faculty members Dr G.Suresh Reddy,Mr.T.Ravi,Dr D Srinivasa Rao,Mr.G.Rajesh Kumar Mr.B.Jalander,Mrs.V.Saritha,Mrs.S.Renudeepthi,Mrs.D.Kalyani,Mrs.B.Sravaniand Dr A Sreenivasa Rao

 8.Industrial Visit to INCOIS(Indian National Centre for ocean information Services) An Autonomous body under the Ministry of Earth Sciences,,Pragathi Nagar,Hyderabad on 18.09.2018 for III B.Tech IT- 58 Students with 3 faculty Members namely Mrs.V.Lavanya, Mrs.S.Renu Deepthi and Dr A.Sreenivasa Rao and on 3.2.2020 for I Yr B Tech 180 Students with faculty Members S.Murali Mohan,D.Kalyani and Y.Usha Rani.

  9. Industrial Visit to II B.Tech IT Section 1,2,3 and I M.Tech I Sem for 180 Students to Hindustan Coca-Cola Beverages Pvt Ltd, AmeenPur. Hyderabad during 18 th and 22 nd Sep 2018 with faculty members Dr.G.Madhu,Mrs.K.Renuka,Dr G Suresh Reddy,Mrs.Y.usha Rani,Mr.T.Ravi, Dr D .Srinivasa Rao,Dr A.Sreenivasa Rao,

3.3. CCA/ECA participated:

- Hackathons, MOU's,Patents and Copy Rights,Industrial Visits and Openhouse 2023

Ed Cell Activities like My big idea Competition etc.

Organized 2 Hackathons in the month of September 2020 and June 2021on AI.similarly department representative for internal Smart india Hackathon 2020,21 and 2022 .

Involved in Mou's like Braino Visiion,Suntec,IT Versity etc

3.4. Counselling and Mentoring Activity: yes

3.5. Committees involved in: Ed cell, Industrial Visits, Hackathons,3P Audit in Department Level. Institute Level: Hackathon.

4. Conference / Workshop / Seminar / Guest Lectures :

4.1 Conducted: 2 work shops

- Organized Guest lecture on Introduction to Internet of Things, Mr.Manohar Bandarum , CEO SENSWORX SYSTEMS INDIA PRIVATE LIMITED during 04.09.2018 between 10.30 am to 12.30 Pm.
- Organized 2 day AICTE sponsored seminar " Voice of Ignited souls" in Malla Reddy College of Engineering during Dec 2-3, 2013.
- Organized one Day work shop on "Virtualisation" under CSI chapter during February 22,2014.In Malla Reddy College of Engineering .

4.3 Attended workshops.

- Attended data Visualization wrk shop
- Attended Attended AWS Braino Vision AICTE FDP during 22 nd August to 27 th August 2022
  - Attended Refresher Program on Hybrid Learning for Education during 16 th Dec to 22 nd Dec 2021
  - Attended Faculty Development Program on IOT and Machine Learning during 3rd Dec to 9 th Dec 2021
  - Attended FDP on Cloud Technology,INFLIBNET Center during 9 th Nov to 13 th Nov 2020
  - Attended Essentials of Python Programming Workshop during 23 rd July to 25 th July 2020.
  - Participated in ICT Tools and Techniques for Teaching learning Process on 16 th July to 18 th July 2020 at VNRVJIET.
  - Participated in Role of Machine Learning & Data Sciences in AI, PDP during 28th June to 02nd July 2020, VNRVJIET
  - Participated in McGraw-hill webinar on Future of Education post covid on 18.6.2020, Role of Marketing in times of Pandemic on 11.6.2020.
  - Participated in Online WorkShop on Artificial Intelligence Under ATAL Scheme organized by IIIT Nagpur during May 16 to 20,2020.
  - Participated AICTE-ISTE Sponsored Refresher Course on Artificial Intelligence based Internet of Things during 26 .11.18 to 01.12.2018,Chaitanyabharathi Institute of Technology, Hyderabad.

- Participated in FDP during 3.12.18 to 8.12.18 on Applied Cryptography & Security Mechanisms, Department of CSE,VNRVJIET.

- Participated FDP on Block Chain during 17.12.18 to 22.12.18,Dept.IT,VNRVJIET.

- Participated in FDP attended on Big data analytics in VNRVJIET during Sep 27 th 29 th 2018.

- Participated in Seminar on Internet of Things during 2 to 4 pm on 04 th Sep 2018 at VNRVJIET.Gurram Srinivasa Reddy,Director,ISACA(Information Systems Audit and Control Association)

- One week work shop on Big data Analytics at Department of CSE VNRVJIET during 25 th June to 30 th June 2018.

- Participated in One week work shop on Big data Analytics at Department of CSE VNRVJIET during 25 th June to 30 th June 2018.

- Participated in 2 day work shop on IOT and drones organized by AI group of VNRVJIET during 26&27 Jan 2019

- Participated in Two day Sapthant Shikshak Prashikshan on Introduction to Machine Learning conducted by IIT karagpur during December 16-17,2017.

- Participated in AICTE approved Faculty Development Programme (FDP101X) on "Foundation Program in ICT for Education" conducted by IIT Bombay from August 3,2017 to September 7,2017.

- Participated in AICTE approved Faculty Development Programme (FDP201X) on "Pedagogy for Online and Blended Teaching-Learning Process" conducted by IIT Bombay from September 14,2017 to October 12,2017.

- Participated in MeitY, Govt.of India, Sponsered Faculty Development Programme(FDP) on " Data Analytics with R" organized by the E&ICT Academy, NIT, Warangal fromMay 15 to 20 ,2017 at VNR VignanaJyothi Institute of Engineering and Technology, Hyderabad.

- Participated in OPEN HOUSE 2K17 The Project Expo on " Search Results Optimization by Personalized Ranking" at VNR VignanaJyothi Institute of Engineering and Technology, Hyderabad during 22 nd to 25 th Feb 2017.

- Participated in Two Day National Level work shop on "*Out come based Teaching,Learning Process(OBTLP)&NBA program*" at Malla Reddy college of Engineering,Hyderabad during 26th&27th October 2016**.**

- Participated in Work shop on " Web Technologies: Mongo DB with PHP" at Malla Reddy college of Engineering, Hyderabad during January 19-23,2016.**.

- Participated in Two Day National Level Faculty Development Programme on " *Computer Networks, Security and Sensors* " A solution to the connected world at Malla Reddy college of Engineering during 1st to 2nd December 2015.

- Participated in a Two-week ISTE STTP on " *Introduction to Design of Algorithms*" conducted by Indian Institute of Technology Kharagpur at Malla Reddy college of Engineering & Technology during 27th April to 30th May,2015.

- Participated in Two Day National work shop on"*Data science using R-programming(NWDSRP 2015)"* at B.V.Raju Institute of Technology ,Hyderabad during 25th&26th March 2015..

- Participated in Two Day HOD& Faculty orientation Program for "*JNTUH e-Learning Solutions and Two-Day HD Delivery Mechanism for teachers & Students(eLSDM)"* conducted by Globerena Technologies Pvt.ltd at Malla Reddy college of Engineering& Technology ,Hyderabad during June24th. 2014.

- Participated in one week AICTE sponsored National work shop on " Voice of Ignited Souls" at Malla Reddy college of Engineering , during 2 to 8, Dec' 2013.

- Participated in one week AICTE sponsored National work shop on " *Cloud computing*" at Malla Reddy college of Engineering & Technology, during 24 to 29, June 2013.

- Participated in Two-days ISTE work shop on " *Research Methods in education Technology*" conducted by Indian Institute of Technology Bombay on 2nd&9th February, 2013.at Malla Reddy college of Engineering & Technology, Hyderabad.

- Participated in Two-Day National work shop on " *Data warehousing and Data Mining*" during Dec 3-4, 2012 at St. Martin's Engineering college, Hyderabad,

- Participated in a Two-week ISTE work shop on " *Introduction to Research Methodologies*" conducted by Indian Institute of Technology Bombay" during 25th June to 04 th July, 2012, at Malla Reddy College of Engineering & Technology, Hyderabad.

- Participated in work shop on " *Recent trends in Data Mining*" at Malla Reddy college of Engineering & Technology, Hyderabad during December 10-122, 2012.

- Participated in Two-day work shop on "*Internet Technologies*" at Malla Reddy College of Engineering & Technology during Jan 8-10,2010.

- Participated in one day work shop on " *Microsoft SQL Server*" organized by Microsoft&IEG/JKC during January 23rd,2009.

- Participated in Two Day National Conference on " *Data Mining and Data Warehousing (DMDW-2009)*" held at Malla Reddy college of Engineering & Technology during December 04-05,2009.

- Participated in 5 days Faculty enabled program on "*Oracle 10 g: Administration Work shop 1 Ed 3*" during Aug 18-22, 2008.conducted jointly by IEG-oracle India Private limited at   DVR college of Engineering & Technology, Hyderabad..

- Participated in Faculty Development Program on "*Java Technologies*" at WiproTechnologies, Hyderabad Organized by ISM and WIPRO aided by NASSCOM in association with APSCHE , Hyderabad during Ocober 3rd to 8 th 2006.

- Participated in National Conference on "*Computer Dexterity and career Gudance*" conducted by Dr.SNSRajalakshmi College of Arts & Science, Coimbatore, Tamilnaduduring 28th and 29 th September 2005.

- Participated in Four week *UGC sponsored Orientation Programme*, at SriVenkateswara University, Tirupati during 23rd May to 18th June 2005

5. Academic Contribution and Research & Consultancy:

5.1. Invited Lectures: Yes Invited talk on Data Mining Approaches in the recent times At TKREC during Nov 2019**.**

 5.2. Articles/Chapterspublished in Books:

- Attili Venkata Ramana,Annaluri Sreenivasa Rao and Srinivas V S Podili "Security issues in ISDN" Software-Defined Networking for future internet technology,Vol 1, Apple Academic Press,CRC Press, Taylor& Fransis Group, 2022

- Dr M Shanmukhi, Nazia Tabassum,Meenakshi Bhrugubanda, Dr A Sreenivasa Rao(2020).

Authentication and access control for in secure communication in Mobile Cloud Computing

 as one of the Author for the Book . **Authentication and data security in mobile cloud environment: approaches, models and issues,**   Elsevier. ISBN No: 978-93-5407-019-8, Year of Publication: September 2020

- Annaluri Sreenivasa Rao, Prof. S. Ramakrishna (2017) "DC3SR: Document Clustering by Concept, Context and Semantic Relevance as Factors of Unsupervised Learning", **book chapter in Advanced Engineering Research and Applications**. Research India Publications.978-81-935729-8-62017.

- 5.3. Books published as single author or as editor: 1(as Co-Author)

- Focus book series .Madapuri Rudra kumar,Kalli Siva Nageswara Prasad,AnnalurSreenivasa Rao, Vinit Kumar Gunjan.Change Request Impacts in Software Maintenance. CRC pressTaylor &Francis 978-0-367-89874- 8)(2020)

- Kindle edition KSN Prasad Annaluri Sreenivasa Rao Rudra Kumar.Defect Prediction in Software Development & Maintenance. Patridge Publications. Penguin Patridge publishingIndia,978-1-5437-0242-2(2018)

• Patents:

- DIMA-Dataset discovery: Dataset discovery in data investigative using machine learning and AI based programming. 2020101987,Dr M shanmukhi,Nazia Tabassum,Dr Raja boina Raj kumar,Dr Attili Venkata Ramana,Dr Annaluri Sreenivasa Rao,N,Sree divya,K.Harinath,Dr Ramana Reddy T,Dr Venka Rajesh Masina, Dr N. Chandra Sekhar Reddy, **2020/9/16**

- A Novel Pixel Based Method for Satellite Image Classification 201841019513 A,Dr M. Shanmukhi, Dr Anitha Patil, Dr.G.Naga Satish, Dr.Annaluri Sreenivasa Rao, Dr Attili Venkata Ramana,during June 1st,2018.

- Cloud parking management system and vehicle anti theft method , 201921000271 A,Dr. Anitha patil,Dr. Annaluri Sreenivasa Rao,Dr. Attili Venkata Ramana,Dr. P. Venkata Krishna,Ch Janakamma,Dr. M. Shanmukhi, B. Madhuravani in the month of Feb 8 th 2019.

- IOT traffic system: IOT based intelligent traffic, transport management system, 201941004416 A,Dr. Annaluri Sreenivasa Rao,Dr. Anitha Patil,Dr. Attili Venkata Ramana,Dr. P. Udaya Kumar,Dr.P. Santosh Kumar Patra ,Dr. V. Ananadam ,Dr.Ganti Naga Satish ,B.Madhuravani, Dr. M. Shanmukhi during Feb 15 th,2019.

5.4. Projects Guided: a) UG: 25, b) PG: 15

5.5. Research Interests: Data Mining,Software Engineering

5.6. Ph.D.students:

      a) Enrolled: Nil,   b) Submitted: Nil, c) Awarded: Nil

5.7. Papers published in reviewed journals:

S.No	Title of the Paper	Journal Name Vol.No. PP	ISBN/ISSN No.	Impact Factor / Citation Index	National/ International
1	Enhancing the Text Mining Process by Implementation of Average-Stochastic Gradient Descent Weight Dropped	International Journal of Computer Science and Network Security Sreenivasa Rao Annaluri and Venkata Ramana Attili	1738-7906 Vol 22,Issue 7 published on 28/7/2022	ESCI	International

	LongShort Memory				
2	Data classification methodology and pattern analysis for knowledge discovery and data mining	International Journal of Digital Enterprise Technology Attili Venkata Ramana, Annaluri Sreenivasa Rao, Somula Ramasubbareddy	ISSN 1756-2554 ,Vol2 ,issue1 ,pages 15-26 Inderscience Publishers (IEL), 2022	Googl e Schol or	Internati onal
3	Effective monitoring and prediction of Parkinson disease in Smart Cities using intelligent health care system	Microprocessors and Microsystems Chandrashekar Jatoth, E Neelima, AVR Mayuri, Sreenivasa Rao Annaluri	ISSN: 01419331 Vol-92, Pages 104547 Published on 1.7.2022	SCI	Internati onal
4	Implementation of data mining to enhance the performance of cloud computing environment 2	International Journal of Cloud Computing,Vol 11,Issue ,pages 27-42,Inderscience Publisher Annaluri Sreenivasa Rao, Attili Venkat Ramana, Somula Ramasubbareddy	ISSN online:20439997 ISSN Print: 2043-9989	0.152 Scopu s	Internati onal
5	Secure and unifold mining model for pattern	International Journal of Information and Computer Security, Vol 14 issue 2, 136-145, Inderscience Publishers (IEL)	**2021** 1744-1773 - **ISSN** (Print): 1744-1765	Scopus	Internati onal

	discovery from streaming data	Annaluri Sreenivasa Rao, Attili Venkata Ramana, Kalli Srinivasa Nageswara Prasad			
6	Sustainable And Intelligent Iot Based Precision Agriculture–Smart Farming	Solid State Technology Meenakshi Bhrugubanda, SL Aruna Rao, M Shanmukhi, AnnaluriSreenivasa Rao	**2020** Vol:63,issue 6 Pgno:17824-33,PennWell *Publishing* Co	**SJR 0.101,** Scopus	International
7	Exploring the Machine Learning Algorithms and its Classification	International Journal of Advanced Trends in Computer Science and Engineering.Dr.M.Shanmukhi,Kuruva Harinath,M. Srikanth Sagar,Dr Annaluri Sreenivasa Rao	**2020** Vol:9,issue 5,Pgno:8747-52, WARSE	Google Scholr	
8	Behaviour and Emotions of Working Professionals Towards Online Learning Systems: Sentiment Analysis	International Journal of Gaming and Computer-Mediated Simulations (IJGCMS) Venkata Ramana Attili, Sreenivasa Rao Annaluri, Suresh Reddy Gali, Ramasubbareddy Somula	**2020** Vol:12, issue 2 pgno:26-43 **IGI Global**	**ESCI, Scopus 7.583**	International
9	Ensemble framework for concept-drift detection in multi-dimensional streaming data	International Journal of Computers and Applications Taylor and fransys	ISSN:1206212X	SJR 0.19 Scopus	International

10	Applications of Business Intelligence and Decision Making for the Customer Behaviour Analysis in Telecom Industry	International Journal of Recent Technology and Engineering (IJRTE) Attili VenkataRamana, AnnaluriSreenivasaRao E. Kesavulu Reddy	**2019** Vol: 7, 6S2 Pgno:688-93 Blue Eyes Intelligence Engineering & Sciences Publication	**Sjr 0.11** **Scopus**	
11	Utilizing Data Mining for Appealing the Frequent–Item Sets	Journal of Advanced Research in Dynamics&Control Systems, Vol 10, Issue10	ISSN"1943023X	SJR 0.11, SCOPUS	International
12	Implementing the Data Mining Approaches to Classify the Images with Visual Words	International Journal of Recent Technology and Engineering (IJRTE) Annaluri Sreenivasa Rao, Attili Venkata Ramana, S.Ramakrishna	**2019** Vol:7, issue:6S2 Pgno:901-909 Blue Eyes Intelligence Engineering & Sciences Publication	**JR 0.11** **Scopus**	
13	Big Data:Query Processing	Journal of Advanced Research in Dynamics&Control Systems, Vol 10,issue 7	ISSN:1943-023X	SJR 0.11, SCOPUS	International
14	SSFPM: Selective Search based FrequentPattern Mining over Structured DataStreams	Journal of Advanced Research in Dynamics&Control Systems, Vol 10,issue 2	ISSN:1943-023X	SJR 0.11, SCOPUS	International
15	COMB-NEEDLE MODEL IN WIRELESS SENSOR NETWORKS-THE STATE OF THE ART	**Journal of fundamental and applied sciences ,Vol 10**	Online ISSN : 1112-9867	Google Scholor	International

16	Removal based improved replication control and fault tolerance method for road traffic data management	International Journal of Computer Science and Information Security (IJCSIS) Dr A.Sreenivasa Rao, Dr Attili Venkata Ramana, Dr G.Suresh Reddy, Dr.C.Sunil kumar	**2018** Vol:16 issue 3 Pgno:141-146	Google Scholor	
17	MODC: Multi-Objective Distance based Optimal Document Clustering by GA	Indian Journal of Science and Technology, Vol 9,Issue 28.	Print ISSN 0974-6846 Online ISSN 0974-5645	Web of Science, ICV:5.02	International
18	DC3SR: Document Clustering by Concept, Context and Semantic Relevance as Factors of Unsupervised Learning	International Journal of Applied Engineering Research	Print ISSN 0973-4562 Online ISSN 0973-9769	UGC Approved Google Scolor	International
19	A Travel package management system based on tourist recommend	International Journal for Technological Research In Engineering (IJTRE), ,Vol 3 ,Issue 2	ICV 4.62, Online 2347-4718 Online:2347-9450	Google Scholor	International
20	Nomenclature and Contemporary Affirmation of the Unsupervised Learning in Text and Document Mining	Global Journal of Computer Science and Technology (GJCST)	ISSN(o):0975-4172, ISSN(P):0975-4350	Google Scholor	International
21	DCCR: Document Clustering by Conceptual	International Journal of Scientific & Engineering Research	ISSN 2229-5518	ICV 4.4	International

	Relevance as a Factor of Unsupervised Learning			

5.8. Papers presented at National / International Conferences:

S.No	Title of the Paper	Names of the Conference/ Seminars	National/ International	Period
1	Scene Recognition and Narration from Video using Deep Learning Techniques	ICEMIS'21: The 7th International Conference on Engineering & MIS 2021October 2021 Article No.: 3Pages 1–4https://doi.org/10.1145/3492547.3492566 Rajesh Kumar Gunupudi,Sai Ramya Achanta,Dinesh Chandra D P,Hriday Rao Ganaga,Sreenivasa Rao Annaluri	International	Dec 2021
2	Demonstrating Broadcast Aggregate Keys for Data sharing in cloud	Innovations in Computer Science and Engineering Proceedings of 7 th ICICSE	International Conference pp 185-193,LNNS Volume-103.Springer,Singapore.	August 16& 17,2019.
3	FMODC: Fuzzy guided GA based multi-objective document clustering	IC^{3}I, Noida, UP.	International conference	December 2016.
4	DCCSR: Document Clustering by Conceptual and Semantic Relevance as Factors of Unsupervised Learning	AICTC 2016, ACM	International Conference	August,2016

5	Personalized search engine- state of art	ICTIMES	International Conference	March 2016
6	A Study towards mining of representative data from World Wide Web	ICTIMES	International Conference	January 2016
7	Conceptual *Study on Data Mining*	ICTIMES	International	March2016
8	A Regular association of comparable information with clustering methods	ICTIMES	International	March 2016
9	Short message system: A State of Art	ICTIMES	International	March 2016
10	A Study on Text Categorization	ICSCI	International	Jan 2011
11	Study on Named Entity Recognition Approaches & Methods	ICSCI,	International	Jan 2011
12	Computational Techniques On Data Mining	DWDM	National Level	December, 2009
13	Web mining	Applications of Data Mining	National	April,2006
14	A Study on Proceedings, Powers and Functions of Regulatory	Power Sector Reforms: Challenges and Strategies.	National level Seminar	March,2005

	Commissions in A.P.			

5.9. Sponsored research Projects:

S.No	Title	Agency	Period	Grant amount	Ongoing / Completed
1	Voice of Ignited Souls	AICTE Sponsored	2 D	1,00,000	**completed**

5.10 Consultancy Projects:

S.No	Title	Agency	Period	Sanctioned Amount	Ongoing / Completed

6. Awards / Honors received: -

7. Motto: To excel in my field through hard work, research, skills and perseverance. To serve organization, and my country with the best of my abilities