

International Journal of Physical and Social Sciences (ISSN: 2249-5894)

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1	Impact of Radially Non-Symmetric Multiple Stenoses on Blood Flow through an Artery. Sapna Ratan Shah	<u>1-16</u>
2	Health Inequality in India. Mr. Shashidhar Channappa, Dr. Kodandarama and Ms. Amrita Mukerjee	<u>17-32</u>
<u>3</u>	Growing Prospective of Services Industry in and Round India. Ms. G. E. Barkavi and Mr. M. Marudha Durai	33-51
4	Impact of Selling Expenses on Net Sales in Pharmaceutical Companies of India. Dheeraj Nim and Silky Janglani	<u>52-73</u>
<u>5</u>	Work-life Balance in BPO Sector. Mr. Rajnish Ratna, Mrs. Neha Gupta, Ms. Kamna Devnani and Ms. Saniya Chawla	74-107
<u>6</u>	A study on Causes of Failure of Training Programs at Different Industries at Chhattisgarh: Deficiency in Understanding Training Need Analysis by the Training Managers. Dr. Anup Kumar Ghosh and Dr. Monika Sethi	108-125
7	Forecasting Production of Automobiles in India using Trend Models. Dr. A. Vijayakumar	<u>126-148</u>
8	India and Global Climate Change Regime: Issues; Agreements and Differences. Pankaj Dodh	<u>149-169</u>
9	'OPHIOLOGY OF INDIA': Snakes, Colonial Medicine and Orientalism. Mr. Rahul Bhaumik	<u>170-193</u>
<u>10</u>	Global Financial Crisis: Media Perspectives. Dr. Chandra Shekhar Ghanta	<u>194-209</u>
<u>11</u>	A Study of Growth of Entrepreneurship. N. Suthendren and DR. B. Revathy	210-228
<u>12</u>	Innovative Management of Microgeneration Technology in UK Residences. S. Binil Sundar	<u>229-256</u>
<u>13</u>	Implementation of Image Steganography Using Least Significant Bit Insertion Technique. Er. Prajaya Talwar	257-273



Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ

Member of the National System of Researchers, Mexico
Research professor at University Center of Economic and Managerial Sciences,
University of Guadalajara
Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

<u>Patron</u>

Dr. Mohammad Reza Noruzi

PhD: Public Administration, Public Sector Policy Making Management,
Tarbiat Modarres University, Tehran, Iran
Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran
Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.

Senior Asst. Professor,

Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA

Associate Professor,
Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN

Lecturer and Chairperson (Centre for Business and Management), Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA

Assistant Professor,

Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM

Assistant Professor,

Dept. of Computer Science and Engineering, Sardar Raja College of Engineering, Alangulam Tirunelveli, TAMIL NADU, INDIA





Editorial Board

Dr. CRAIG E. REESE

Professor, School of Business, St. Thomas University, Miami Gardens

Dr. S. N. TAKALIKAR

Principal, St. Johns Institute of Engineering, PALGHAR (M.S.)

Dr. RAMPRATAP SINGH

Professor, Bangalore Institute of International Management, KARNATAKA

Dr. P. MALYADRI

Principal, Government Degree College, Osmania University, TANDUR

Dr. Y. LOKESWARA CHOUDARY

Asst. Professor Cum, SRM B-School, SRM University, CHENNAI

Prof. Dr. TEKI SURAYYA

Professor, Adikavi Nannaya University, ANDHRA PRADESH, INDIA

Dr. T. DULABABU

Principal, The Oxford College of Business Management, BANGALORE

Dr. A. ARUL LAWRENCE SELVAKUMAR

Professor, Adhiparasakthi Engineering College, MELMARAVATHUR, TN

Dr. S. D. SURYAWANSHI

Lecturer, College of Engineering Pune, SHIVAJINAGAR

Dr. S. KALIYAMOORTHY

Professor & Director, Alagappa Institute of Management, KARAIKUDI

Prof S. R. BADRINARAYAN

Sinhgad Institute for Management & Computer Applications, PUNE

Mr. GURSEL ILIPINAR

ESADE Business School, Department of Marketing, SPAIN

Mr. ZEESHAN AHMED

Software Research Eng, Department of Bioinformatics, GERMANY



ISSN: 2249-5894

Mr. SANJAY ASATI

Dept of ME, M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

Mr. G. Y. KUDALE

N.M.D. College of Management and Research, GONDIA(M.S.)

Editorial Advisory Board

Dr. MANJIT DAS

Assistant Professor, Deptt. of Economics, M.C.College, ASSAM

Dr. ROLI PRADHAN

Maulana Azad National Institute of Technology, BHOPAL

Dr. N. KAVITHA

Assistant Professor, Department of Management, Mekelle University, ETHIOPIA

Prof C. M. MARAN

Assistant Professor (Senior), VIT Business School, TAMIL NADU

Dr. RAJIV KHOSLA

Associate Professor and Head, Chandigarh Business School, MOHALI

Dr. S. K. SINGH

Asst. Professor, R. D. Foundation Group of Institutions, MODINAGAR

Dr. (Mrs.) MANISHA N. PALIWAL

Associate Professor, Sinhgad Institute of Management, PUNE

Dr. (Mrs.) ARCHANA ARJUN GHATULE

Director, SPSPM, SKN Sinhgad Business School, MAHARASHTRA

Dr. NEELAM RANI DHANDA

Associate Professor, Department of Commerce, kuk, HARYANA

Dr. FARAH NAAZ GAURI

Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD



ISSN: 2249-5894

Prof. Dr. BADAR ALAM IOBAL

Associate Professor, Department of Commerce, Aligarh Muslim University, UP

Dr. CH. JAYASANKARAPRASAD

Assistant Professor, Dept. of Business Management, Krishna University, A. P., INDIA

Associate Editors

Dr. SANJAY J. BHAYANI

Associate Professor, Department of Business Management, RAJKOT (INDIA)

MOID UDDIN AHMAD

Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU

Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA

Assistant Professor, Bhilai Institute Of Technology, DURG

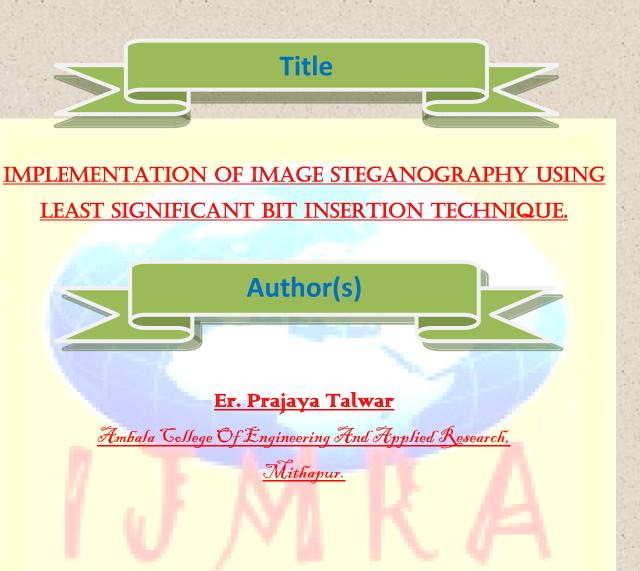
Ms. MONIKA BHATNAGAR

Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON





November 2011



ISSN: 2249-5894

Abstract:

Transferring information on internet or on any public network is very common now-a-days. However I is not a secure mean of transformation for transmitting any important information. Anyone can hack, peek or copy the information. Therefore one would not prefer to transmit important information without any protection in public network. Cryptography and steganography are two techniques to protect your message. Cryptography leads your text to be meaningless random codes. Steganography is new and exciting field; it involves embedding data into a medium in a way which is not easily detectable. This paper implements the steganography by converting the original data in to BCD code and then embedding the coded data in to digital grayscale images to get stego image. Image steganography in this paper is implemented using least significant bit insertion with BCD codes.

Keyword: Steganography, Least Significant bit, BCD codes, Encryption, grayscale images.

INTRODUCTION:

Steganography is the art and science of invisible communication. This is accomplished through hiding information in other information, thus hiding the existence of the communicated information. The word steganography is derived from the Greek words "stegos" meaning "cover" and "grafia" meaning "writing"[1] defining it as "covered writing". In image steganography the information is hidden exclusively in images. Steganography differs from cryptography in the sense that where cryptography focuses on keeping the contents of a message secret, steganography focuses on keeping the existence of a message secret [2].steganography goal is to hide the fact that communication is taking place. This is often achieved by using a (rather large) cover file and embedding the (rather short) secret message into this file. The result is an innocuous looking file (the stego file) that contains the secret message. Almost all digital file formats can be used for steganography, but the formats that are more suitable are those with a high degree of redundancy. The redundant bits of an object are those bits that can be altered without the alteration being detected easily [3]. Image and audio files especially comply with this requirement. The technique implemented in this paper first converts message into

November 2011



Volume 1, Issue 3

ISSN: 2249-5894

encrypted form using different BCD codes and then embeds one message bit of one character into one pixel.

STEGANOGRAPHY:

Various kinds of digital images can be use for steganography but of all types of digital images, the grayscale images is one of the most suitable kinds of images for steganography because of their great hiding capacity and high stego image quality. By using this proposed algorithm we can hide our text in an image. We can then send this image via attachments in email or in hard drives or we can even share with anyone through a web site. Anyone with knowledge that this file contains a secret hidden text can extract the hidden message and then generate the text after applying a decryption algorithm. The stego image should resemble the actual cover image under casual inspection and analysis. During transmission, the stego image can be monitored by unintended viewers who will notice only the transmittal of the innocuous image without discovering the existence of the hidden message.

LEAST SIGNIICANT BIT INSERTION OF ENCRYPTED DATA:

A very easy and direct way is to hide data is to hide one bit of information in one pixel of the host image. Least significant bit substitution is a common way to do this.[5] When applying LSB technique to each bytes of a 8-bit pixel image, one bit can be encoded to each pixel. Any changes in the pixel will be invisible to the human eye. The major advantage of achieving steganography using LSB technique is its simplicity[4]. Another main advantage of LSB coding method is his high bit rate of hidden bits and low complexity of the algorithm. Care should be taken while choosing a cover image so that any changes to the cover image are invisible to the human eye.

Here is an example showing how letter A can be hidden inside 8 pixels of the grayscale image with pixel values.

November 2011



ISSN: 2249-5894

The binary value A is 10000011.

The underlined bits are the only bits that are actually changed. You will notice that actually only 3 bits have been changed.

Methodology:

Encryption

This method is proposed to convert the each code to its equivalent BCD code. Firstly the character is converted into its ASCII code (K) then the ASCII code K is converted into its equivalent BCD code with bits $k_0, k_1...k_7$.

Decryption

BCD code k_0 , k_1 ,... k_7 , divide them into groups such as group I_1 contains $k_0k_1k_2k_3$ and group I_2 contains $k_4k_5k_6k_7$. Convert I_1 , I_2 into decimal number. $I_1*10+I_2 = ASCII$ number equivalent to K i.e. the ASCII character.

ALGORITHM:

Embed a secret message in an image.

- 1. Read data character wise.
- 2. Convert each character into its equivalent ASCII code.
- 3. Using above described encryption technique generate BCD code.
- 4. Embed 1 bit of the encrypted bits into LSB of 1 pixel of the image and get the stego image.

Extract the message from the image

- 1. Extract LSB of the pixels of stego image.
- 2. Combine the 8 LSB bits of 8 pixels to get 8 bits of BCD code.
- 3. Decrypt the 8 bit BCD code data into the ASCII decimal equivalent and then generate the equivalent ASCII character using the above described decryption technique.





PROPOSED WORK:

```
For grabbing pixels of the image:

public int[] handlepixels(Image img, int x, int y, int w, int h)

{

int[] intens = new int[w * h];

PixelGrabber pg = new PixelGrabber(img,x,y,w,h,intens,0,w);

try{

pg.grabPixels();

}catch (InterruptedException e)

{e.printStackTrace();}

For extracting RGB values of a pixel

int red = (pixel >> 16) & 0xff;

int green = (pixel >> 8) & 0xff;

int blue = (pixel __) & 0xff;

For conversion of coloured pixel to grayscale pixel
```

int intensity=(int)((red+green+blue)/3);



Fig (1)



ISSN: 2249-5894

Fig (1) shows the conversion of a coloured image to a grayscale image and a prompt that ask you to insert the text that you want to hide in the image.

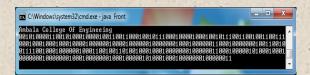


Fig (2)

Fig (2) shows the conversion of the text after encryption i.e. the BCD code.

```
Final code is the BCD code generated.

ii shows a single caracter of the BCD code i.e. either 1 or 0.
```

For inserting BCD code to a pixel value

```
if(k<finalcode.length())
{
Character bcd=finalcode.charAt(k);
String s = bcd.toString();
ii = Integer.parseInt(s);
}
if((ii==1)&&(pixels%2==0))</pre>
```

```
pixels=pixels+1;
}
if((ii==0)&&(pixels%2!=0))
{
pixels=pixels-1;
```



For reconstruction of stego image from modified pixel array values:

```
\begin{aligned} &pixels=pixels <<&24 \ |(pixels <<&8) \ | \ (pixels ); \\ &grayimg[j*width+i]=pixels; \end{aligned} &MemoryImageSource \ m=new \ MemoryImageSource(w, h \ , finalimage, 0, w); \end{aligned}
```

img1 = createImage(m);

i3=new ImageIcon(img1);

lb3.setIcon(i3);

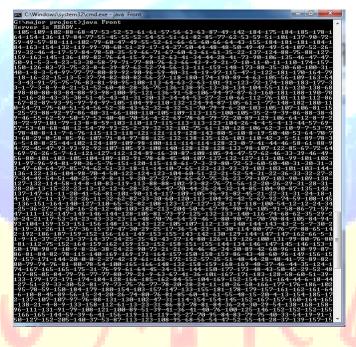


Fig (3)

Fig(3) and Fig(4) shows the value of the pixels of the image before and after steganography.



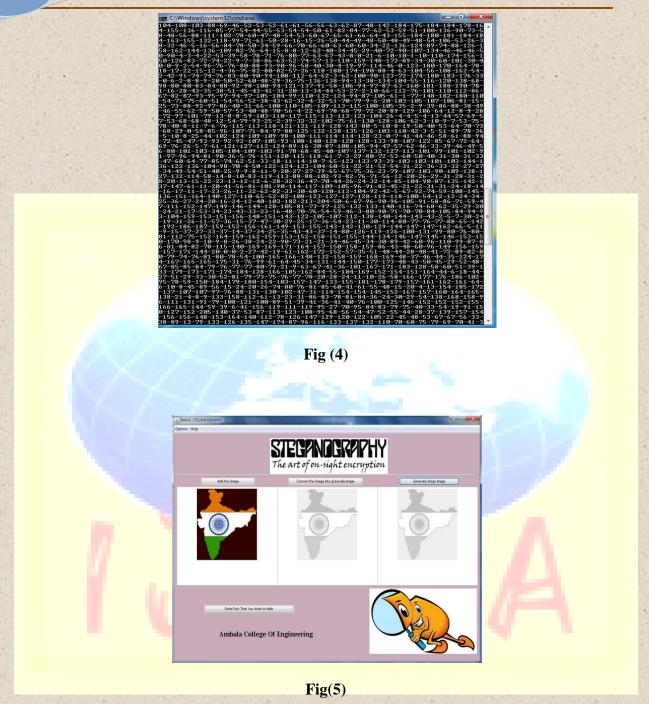


Fig (5) shows the 3 images: colored image, the grayscale image before steganography and the stego image after steganography. It also shows the text that is been hidden in the stego image.

This grayscale image is thene sent through any public medium or can we can share with anyone over a website. To any intruder the change in the images in invisible.



For extracting LSB's of stego image

```
for (int i = 0; i < width; i++)
{
  int pixels = processed[j*width+i];
  int bitvalue=calculatelsb(pixels);
}
public int calculatelsb(int pixel)
{
    if(pixel%2==0)
    {
        return 0;
    }
    else
    {
        return 1;
    }
}</pre>
```

Calculatelsb is a function that returns the LSB's of pixel values.these LSB's are then concatenated to generate the BCD code that we have to decrypt to generate the hidden text.

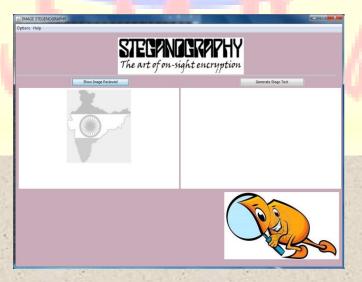


Fig (6)



ISSN: 2249-5894

Fig (6) shows the stego image at the client end where we want to generate the text from the image.

For generating stego text or decryption of the BCD code generated above

```
String strr = generateStegoText(length,code);
public String generateStegoText(int len,String finalcode)
       int len2=2;
       String stegoText="";
for(int i=0;i<len;i++)
for(int j=0;j<len2;j++)
int one1=Integer.parseInt(code);
String temp2=getValue2(one1);
sttmain=sttmain+temp2;
one=Integer.parseInt(temp2);
int xxx=Integer.parseInt(sttmain);
stegoText=stegoText+(char)xxx;
```

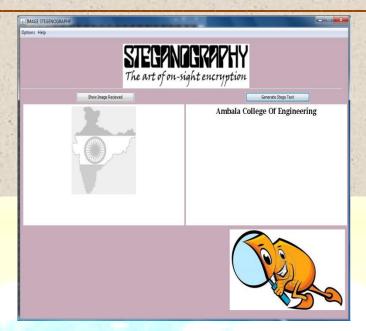
getValue2(one1) returns the decimal value for a 4 digit BCD code ranging from 0-9.

sttmain signifies the string generated from two decimal values for the BCD codes for example 9 and 7 concatenates to 97.

stegoText is the final stegoText generated from the above decimal value.

Fig (7) shows the stego text generated from the stego image.





Fig(7)

CONCLUSION:

This paper implements the steganography using Least Significant bit insertion in grayscale images. We obtain a successful stego-image i.e. for any intruder the changes are invisible which makes it difficult to identify that whether something is hidden inside this image or not. However one of the biggest drawback is we can hide only one bit in a single pixel which demands a large size cover image. Another biggest drawback is that this technique can only be implemented on grayscale images which are not least common now days.

REFERENCES:

- Moerland, T., "Steganography and Stegoanalysis", Leiden Institute of Advanced Computing Science, www.liacs.nl/home/tmoerl/privtech.pdf
- Wang, H & Wang, S, "Cyber warfare: Steganography vs. Stegoanalysis", Communications of the ACM, 47:10, October 2004
- Anderson, R.J. & Petit colas, F.A.P., "On the limits of steganography", IEEE Journal of selected Areas in Communications, May 1998

November 2011



Volume 1, Issue 3



- Cummins, Jonathan. Diskin, Patrick. Lau, Samuel. Robert. "Steganography and digital watermaking", school of computer science, university of Birmingham. 2004.
- Johnson, N.F. & Jajodia, S., "Exploring Steganography: Seeing the Unseen", Computer Journal, February 1998
- International conference on intelligent systems and networks (ISN-2008), "Image steganography using LSB Bit insertion with BCD codes".
- T. Morkel, J.H.P Eloff, M.S. Olivier "An overview of image steganography".
- Rafael C.Gonzalez, Richard E. woods, "Digital Image Processing", Pearsen Education, 2003.

