Internet is used as a leading object for simple and effective communication because of advancements technology and science. Several users access the internet and maintain their information by the help of various medium in secure and effective way. Security of information is provided by digital water marking and cryptographic techniques for patent defences, fiddle recognition and content authentication of digital information. In this paper, a widespread survey of several techniques for data hiding are explained briefly which deals with secure and private multimedia information and its accuracy. In the information hiding procedure, cryptography and steganography have assumed a noteworthy part in digital media. Information encryption keys shared by image supplier and beneficiary for image encoding and decoding. In the meantime information covering up keys additionally used to install and remove the implanted information from advanced image and obtained the cover pictures. At the extraction side if both secret key and hided information is available than unique information can be recuperated effectively. On the off chance that the beneficiary has keys for both the encryption and information hiding than it can remove the extra information and recuperate the original image.
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41. AUTHORS PROFILE
42. Anoop Kumar Chaturvedi: Obtained his Bachelor’s degree from Dr. H.S. Gour University, Sagar, India in 1998 and Master’s degree in Computer Science & Engineering with gold medal from Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal, India in 2010. He is currently pursuing his Ph.D. degree in Computer Science & Engineering at Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal, India. His research interest includes digital watermarking and image data hiding.
43. Dr. Piyush Kumar Shukla: Received his Bachelor’s degree in Electronics & Communication Engineering, LNCT, Bhopal in 2001, M.Tech (Computer Science & Engineering) in 2005 from SATI, Vidisha and Ph.D. (Computer Science & Engineering) in 2013 from RGPV, Bhopal. M.P. India. He is Member of ISTE (Life Member), IEEE, IACSIT, IAENG. Currently he is working as an Assistant Prof. in Department of Computer Science & Engineering, UIT-RGPV Bhopal. He is also I/C of PG Program (Dual Degree Integrated PG-Programs) in DoCSE, UIT, RGPV, Bhopal, Madhya Pradesh, Bhopal. He has published more than 40 Research Papers in various International & National Journals & Conferences including 04 Papers in SCIE Journals & More than 05 papers in Scopus Journals.

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