

₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 9

June 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

Editor-In-Chief

Dr A Kumar

Director, College Development Council (CDC)
Director, Internal Quality Assurance Cell (IQAC)
Professor in Management,
Department of Business Administration, Faculty of Management,
Bhavnagar University,

Editorial Advisory Board

Dr. S. N. Pathan
Maharashtra

Dr. SM. Ramasamy
Gandhigram

Dr. M. M. Goel
Kurukshetra

Dr. S. Ramesh
Tamil Nadu

Dr Ramesh Kumar Miryala
Nalgonda.

Dr. B. Rajasekaran
Tirunelveli

Dr. A. R. Saravankumar
Tamilnadu

Dr. Roy M. Thomas
Cochin

Dr. G. Selvakumar
Salem

Dr. Apurba Ratan Ghosh
Burdwan

Dr. Shrawan K Sharma
Uttarakhand

Dr. Sudhanshu Joshi
Uttarakhand

Prof. (Dr.) B Anandampilai
Pudhukottai

Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹ 12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website www.ijar.in. You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitle to receive the copies of all co-authors
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be send by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,

Indian Journal Of Applied Research

8-A, Banans, Opp. SLU Girls College, New Congres Bhavan, Paldi,
Ahmedabad-380006, Gujarat, INDIA

Contact.: +91-9824097643 E-mail : editor@ijar.in

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Cost of capital: an empirical case study of hindustan unilever limited	Dr. Vinod K. Ramani	Accountancy	1-2
2	Self Revolution	Mohanapriya.P	Arts	3-4
3	Wound healing activity of Cestrum elegans	V. Subhaa, Dr. D. Sukumarb, Dr. V. Elangoc	Chemistry	5-6
4	Anti Bacterial Activity of Apigenin 7-0-(6"caffeoyl) neohesperidoside from chrysanthemum indicum	M.Jerome Rozario, Dr.A.John Merina, Dr.V.Srinivasana	Chemistry	7-10
5	Adsorption Studies of Cu (II) and Cr (VI) from metal solution using crosslinked chitosan-g-acrylonitrile copolymer	Shankar.P, Gomathi T., Vijayalakshmi.K, Sudha P.N	Chemistry	11-13
6	An Insight into Derivative Markets: Indian Perspective	Dr. C.Shobha, Dr. T. Hanumantha raya	Commerce	14-16
7	Vision and Planning	Dr. J. K Sehgal	Commerce	17-18
8	An Analytical Study of Employee's Productivity in Some Selected Nationalized Banks of India	Dr. Jyotindra M. Jani, Manish B. Raval	Commerce	19-20
9	New Products of Tourism in India	Dr. M. K. Maru	Commerce	21-22
10	Inventory Management in Sugar Mills - A Comparative Study	Promila	Commerce	23-25
11	Price -Mix Strategy of Jammu and Kashmir Co-Operatives Supply and Marketing Federation Limited in Jammu District of J&K State	Tarsem Lal	Commerce	26-28
12	Warehouse Management Information System: A New Perspective in Supply Chain Management	Dr. Vipul Chalotra	Commerce	29-30
13	A Study on Consumer Satisfaction of Aavin Milk in Salem City	Dr.A.Vinayagamoorthy, Mrs. M.Sangeetha, C.Sankar	Commerce	31-33
14	Hybrid Attribute Selection Process for Decision Tree Based Classification Algorithms	Mr. A. Jebamalai Robinson, Mrs. S. C. Punitha, Dr. P. Ranjit Jeba Thangaiah	Computer Science	34-36
15	Visualizing the validation of UML diagrams	Lavleen Kambow	Computer Science	37-38
16	Effectiveness of coconut palm insurance scheme in the coastal belts of India-A SWOT analysis	Prof. (Dr.) D. Rajasenan, Bijith George Abraham	Economics	39-41
17	An Analysis of the Efficiency of Selected Public and Private Banks in India during 2005-2011	Dr.Dinesh Kumar, Sanjeev	Economics	42-44
18	Measurement of Emotional Development of the Students	Dr. Nivedita K. Deshmukh	Education	45-46
19	A comparative study of effect of method of lecture and dramatization of Marathi teaching	Dr. Nivedita K. Deshmukh	Education	47-48
20	Peer pressure-problems and solutions	V.Vaithyanathan, Dr.P.Sivakumar	Education	49-50
21	Language Anxiety In Indian L2 Learners: Male or Female Learners - Who Scores High?	S. Gandhimathi, Dr.R.Ganesan	Education	51-52

22	Topological Characteristics of ECG Signal using Lyapunov Exponent and RBF Network	Abinash Dahal, Deepashree Devaraj, Dr. N. Pradhan	Engineering	53-55
23	Development of slicing package of solid model for cone and sphere in rapid prototyping	Dineshkumar M. Patel, Prof. P.D.Solanki	Engineering	56-58
24	Hardware modeling Simulation with COSSAP	Krunali Amrutlal Ratanpara, Devendra Soni, Shrenik Rajesh Golwelkar	Engineering	59-61
25	Coordination Of Pss And Statcom To Enhance The Power System Transient Stability	Lalit K. Patel, Kaushik M. Sangada, Sunil S. Changlani , Ankit M. Patel	Engineering	62-64
26	Cooling Performance Analysis of Heat Sink	Mr. Pritesh S. Patel, Prof. Dattatraya G. Subhedar, Prof. Kamlesh V. Chauhan	Engineering	65-67
27	Thermal Modeling and Analysis of Friction Stir Welding	Rankit Patel, Prof. Bindu Pillai	Engineering	68-70
28	Review on shrinkage defect – A case study	Mr. Ravi N. Kalotra, Mr. Gajanan Patange, Mr. J.K. Gohil	Engineering	71-75
29	Stream Function Formulation of Lid Driven Cavity	Mr. Zankhan C. Sonara, Prof. Dattatraya G. Subhedar, Mr. Kartik Patel	Engineering	76-78
30	Implementation of ABT (Availability Based Tariff) - its Treatment & Proceedings	Dilip m.Bhankhodiya, Dipak t. Vaghela	Engineering	79-82
31	Active Filters for Power Quality Improvement	Dipak t. Vaghela, Dilip m. Bhankhodiya	Engineering	83-87
32	Design and Analysis of Air Bearing using Orifice and Feed Hole Pocket	Nileshkumar T. Raval, Prof. M.Y.Patil	Engineering	88-90
33	Drip irrigation technique enhancing water and fertiliser use efficiency in cauliflower	Dr. S.S. Yadav, Dr. R.S. Meena	Engineering	91-92
34	Experimental and FEA Evaluation of Hybrid Joint Strength of Single Lap joint.	S. S. Kadam, P. A. Dixit	Engineering	93-96
35	CFD Analysis of Mixed Flow Submersible pump Impeller	Mitul G Patel, Subhedar Dattatraya, Bharat J Patel	Engineering	97-100
36	EVA: An Innovative Parameter for Shareholders' Wealth Measurement	Shri. Arvind A. Dhond	Finance	101-103
37	Profitability and consistency analysis of Textile Sector in India	Dr. K. S. Vataliya, Rajesh Jadav	Finance	104-107
38	Harmonious Relationship between Art and Music Critical vision (comparison)	Dr. Marwan Imran	Fine Arts	108-109
39	Land Use Pattern and Crop Combination Region in Satara District : A Geographical Study	Dr. Rathod S. B., Mane-Deshmukh R. S.	Geography	110-111
40	Garlic---Benefits and Uses	Dr. Sneh Harshinder Sharma	Geography	112-114
41	An Assessment of Thermal Comfort Zones in Terms of Tourists: A case study of Karveer Tehsil	Mr. Prashant Tanaji Patil, Miss. Mane madhuri maruti, Miss. Mugade Nisha Ramchandra	Geography	115-117

42	Hematological changes due to the impact of Lead nitrate on economically important estuarine fish <i>Mystus gulio</i>	Dr.S.Palani Kumar	Horticulture	118-119
43	Stress Management level in the employees of Manufacture Industries By considering key parameters with reference to Bhavnagar city	Dr. K. S. Vataliya, Adv. Ajay H. Thakkar	Human Resource	120-122
44	The Case of ABC Group-A Case on Performance Appraisal System	Shivani Sah	Human Resource Management	123-124
45	A Study On Performance Appraisal of Employees in Health Care Industry in a Private Multi-Speciality Organization	Dr. C. Swarnalatha, T.S. Prasanna	Human Resource Management	125-126
46	(Upnyas - Jansi ki Rani Laxmibai (vrundavanlal varma)	Dr. Sneh Harshinder Sharma	Literature	127-128
47	"Educational Technology for Professional Development of English Teachers: A Case Study of the College Teachers of English in Jammu Province"	Dr. Wajahat Hussain	Literature	129-130
48	The Reality of Sultana's Dream: A step towards success Rokeya Sakhawat Hossein	Riju Sharma, Ruchee Aggarwal	Literature	131-132
49	Road blocks of Match Industry in Andhra Pradesh: Certain Issues and Concerns	Anuradha Averineni	Management	133-134
50	Government's Assistance Towards the Development of Small Scale Industries in India with Special Reference to Krishnagiri District	B. Mohandhas, Dr. G. Prabakaran	Management	135-140
51	Effects of Role Stress on Employee Job Satisfaction and Turnover	Dr. T.G.Vijaya, R.Hemamalini	Management	141-144
52	"MNP – A major concern of Telecom Operators in Gujarat"	Mohsinali Momin, Dr. Deepak H. Tekwani	Management	145-147
53	A Study on Fiscal Support Provided by Vijaya Bank to Msme in Coimbatore City	Mrs. G. Murali Manokari, Mr. G. Lenin Kumar, Mrs. G. Sathiya	Management	148-150
54	Competencies for HR Professionals	GAYATHRI. M	Management	151-153
55	Cost and Strategic Management - Application, Framework and Strategies for the Growth of Sme Sector	Manisha gaur	Management	154-156
56	Development of Management Education System in India	Mr. Goudappa Malipatil	Management	157-158
57	Study on Volatility and Return of Major Indices of Indian Stock Market with Reference to Sensex And Nifty	Mr. Mukesh C .Ajmera	Management	159-160
58	A Need for an Epitome Shift in Management Education A study on Conceptual Teaching practices	Mrs. Vanishree K. Jamashetti, Mr. Sanjeev Rathod	Management	161-162
59	Personal Social Responsibility – A novel thought	Parul Jain, Dr. N.C Pahariya	Management	163-164
60	Green Marketing – A Consumer's Perspective in the Indian Scenario	Nidhi Srivastava, Preeti Pillai	Management	165-166
61	Challenges and Opportunities of Mobile Banking - An Indian Scenario	Sandhya.Ch.V.L	Management	167-169
62	A pragmatic study of civilizing amortment among The diverse countries	Mr. Vimal P. Jagad, Mr Mukesh .C Ajmera	Management	170-171
63	Celebrity Endorsement in India An Effective Tool of Sales Promotion	Piyush Shah, Dr. N C Pahariya	Management	172-176

64	A Study of Prominent Character Strengths and Their Relationship with Well Being Among Business Management Students	GarimaKamboj, DikshaKakkar	Management	177-180
65	Coffee Consumption in India: An Exploratory Study	Shri. Arvind A. Dhond	Marketing	181-183
66	Applicability of Retail Service Quality Scale (RSQS) in India	M. Ramakrishnan, Dr. Sudharani Ravindran	Marketing	184-186
67	Account Holders perceptions towards Self Service Technologies: a study of selected Private Sector Banks	Dr A Kumar, Prof Ankur Gangal	Marketing	187-189
68	Impact of Sales Promotion on Sales figures of Select International FMCG Brands	Dr.Sharif Memon	Marketing	190-193
69	Factors Affecting Green Product Design: Marketing Professional's Perspective	D. S. Rohini Samarasinghe	Marketing	194-196
70	The Impact of 'Ambience' and Variety on Consumer Delight: A Study on Consumer Behaviour in Ahmedabad	Dr A Kumar, Prof Vineeta Gangal	Marketing	197-200
71	Co-Relation of Social Justice with Human Rights: A Review	Dr. Monica Narang	Marketing	201-202
72	Study of Iron Status and Free Radical Activity in Plasmodium Falciparum and Plasmodium Vivax Malaria Infection	Sangita M. Patil, Ramchandra K. Padalkar	Medical Sciences	203-205
73	GOAL SETTING TENDENCIES, COMMUNICATION SKILLS AND WORK MOTIVATION VIS-À-VIS AGE DIFFERENCE – A STUDY ON PUBLIC SECTOR ORGANIZATION	Dr. Swaha Bhattacharya, Dr. Monimala Mukherjee	Psychology	206-208
74	Role of NGOs in Social Mobilization in the context of SGSY	Dr.Veershetty C. Tadalapur	Sociology	209-211
75	Age at menarche and its secular trend in rural and urban girls of bathinda district	Jyoti Sharma, Dr. Ajita	Sports Science	212-213
76	Effect Of Resin Finishing On Stiffness And Drape Of Khadi Fabric	Dr. Suman pant, Ms. Noopur Sonee	Textiles	214-216



Development of Management Education System in India

* Mr. Goudappa Malipatil

* Assistant Professor & HOD, Dept. of Commerce and Management, KALAGI, TQ: CHITTAPUR

ABSTRACT

The discipline of management / business education has emerged, in the past 50 years, as one of the notable and nearly about more than 120 universalities, 8 IIMs and a number of private institutions are offering a wide variety of degrees at Masters level and Doctoral level as well as Diploma programmes. However, the fastest growth has been at the masters level particularly MBA, which is regarded as an essential professional preparation for managers, both in public and private sectors. Relevance of management education has become more imperative, only during post liberalisation and this has marked a change in the way management education is perceived in India. It is often said that management education in India has attained a stage of maturity but this is qualified to mean that theoretical knowledge and training imparted is on par with many other well-known counterpart institutions in the western world. Presently the postgraduate management programmes of study consist of two-year full time MBA programmes, and part-time 3-year duration. Some universities have even started a bachelors degree programme like BBM, BBA etc. In this direction, management education must be made 'Mass Education' rather than the 'Class Education' and that too, without compromising on quality. Therefore, management institutes must strive to develop global manager of proper knowledge, attitude, skill, insight and foresight to meet the challenges of 21st century.

Keywords : Education, Talent, Quality, Management, Global.

INTRODUCTION

Management education in the country can roughly be divided into four groups. At the top are the reputed institutes and some university departments which have maintained the high quality of their education. The second category institutes are those started by industrial houses, which offer some surety of a job after the course. The third are university departments which have not been able to impart quality education but can provide jobs in regional industrial groups and the fourth are those institutes which have neither the advantage of low fees of a university nor the backing of an industrial house. In recent times, a number of academics, retired people, politicians and others have started such institutes which remain essentially money making devices. Managers, to be globally competitive, require the new skills apart from those already being taught. These are: Information Management and Information Technology Management skill, Decision-making Skill in very dynamic environment, H.R.D Skill, Innovation/ Creativity, Service Sector Management Skills, Time Management Skills, Stress Management Skills, Environment Management Skills, Entrepreneurship Skills, Customers Services Management Skills and Management schools have to develop these skills among students.

MANAGEMENT EDUCATION ABROAD

The standard period for an international full time MBA in the US is two years. Schools like Wharton, Harvard and Stanford cost approximately US\$34,000 for tuition per annum. In Europe, London Business School offers a two-year programme, whereas IMD, INSEAD, Canfield, Warwick and other leading institutes programmes are of one year. In Europe, the annual cost of an MBA can be as little as US\$9000 or as much as US\$42,000 for tuition, with books and living expenses a further cost. However, financial aid opportunities also exist that can make the most expensive programmes affordable. Scholarships are offered too by a variety of organizations and many local banks offer low start loans during the period of study. Many companies pay back the tuition fees of an MBA qualification in the form of a "sign on" bonus.

Part-time and distance learning MBA study are also serious alternatives. Over 35,000 people are now using distance learn-

ing for an MBA or similar diploma with institutions outside the US and a further 75,000 people are using US institutions. An estimated 600,000 people are studying part-time. This approach is popular because it avoids the need to leave the employment during the study period, and allows the learner to live at home. For those not seeking an international experience, this is a sensible option.

SOME CHALLENGES

The real challenge before the management education is that the existing management education system has been patterned on certain western models, particularly USA and has therefore fallen short of expectations to meet several priority sectors in the country like agriculture, health, public distribution system, small business, government and semi-government undertakings etc. Any review of our management education inevitably leads to the question of its relevance to the community needs in all sectors. It is no secret that most of the output of MBAs are absorbed by the western-oriented private and public sectors leaving high and dry other sectors which are in real need of management.

Though the business practices are rapidly changing with the advent of IT, management education has not kept pace with these changes. The curricula in most business schools are still decades old and are not market driven. Though some of the B-schools have included some IT courses and courses in change management, technology management, innovation management, knowledge management; these are piecemeal approaches and students fail to appreciate the importance of these courses in wider business situations. The defect may also be in teaching methodologies adopted in these schools. Most of the faculty members have no industrial experience and they just provide a theoretical framework for most of the management concepts and fail to bring the relevance and usage of these concepts in rapidly evolving business scenario.

The gap between management education and practices seems to be widening due to inherent problems in implementing some of the principles of management taught in B-school. Also, there is a wide difference between actual business situ-

ation and what one learns through case simulation method in the class. Today's management requires more of on-the-feet thinking rather than working out pros and cons of a given situation as reflected in a well-structured case, which takes a lot of time and causes delay in decision-making. There are also inherent contradictions in some of the management principles taught which leave room for ambiguity and doubt.

The cultural and religious aspects of the Indian society also has become a great problem to the management technology. A vast majority of our population is caught up in a vicious circle of poverty, unemployment, religious, linguistic and regional dogmas. Caste system has divided the country into innumerable groups and has prevented social mobility. There is an acute shortage of entrepreneurial skill. The management education has to shake off these inhibitions and turn out a modern person with a new set of attitudes, values and work ethics that are so essential for successful management of the economy.

It is interesting to note that even though most syllabi state that in addition to lectures the courses will be conducted through case methods, role plays, simulation games, etc, in reality the traditional lecture method dominates the management education scene, and case method or other student-involving methodologies usually play a marginal role, except in a few institutions which are explicitly committed to such methodologies.

The overwhelming view is that the quality of faculty is going down as more and more institutes mushrooming with the aim of making money rather than enhancing the quality of education. Similarly, there is a decline in the quality of students, as the sole aim of B-schools has become money-making

Some subjects like organisational behaviour and human resources are difficult to teach, they can only be discussed or learnt through practical experience. It is also felt that like engineering and medical streams, a BBA degree could be of great relevance to those who want to do MBA. There should be no compulsory age and work experience limits for students.

SOME SUGGESTIONS

In the light of the pitfalls found with the management education system prevailing in India, the paper has tried to recommend the following broad suggestions.

1. Planning for management education has not so far been related to manpower needs. It should be based on specific, authentic data and the national technical manpower system should therefore provide in each plan, realistic estimates of managerial manpower needed for different sectors and at different levels.
2. Management education institutions should be enabled to respond effectively to emerging managerial manpower-needs by diversifying their courses and training programmes to suit different sectors of economic development, as well as fulfill their professional and social objectives.
3. The criticism that the present management education is urban oriented and biased in favour of corporate sectors and that it has fallen short of expectations to meet several priority sectors like agriculture, health, rural and small industries should be met by positive action. This should result in re-statement of the objectives, restructuring the courses and by creating conditions for preparing managers suitable for non-traditional sectors and for self-employment and entrepreneurship.
4. Admission procedures and admission tests should be established to conform to certain standards, so as to ensure quality of students admitted to a variety of courses. Towards, this end, an admission test is conducted at national level.
5. Curricula and courses of study should be upgraded, unitized and made in modular form and also relevant to Indian context. Teach-

ing materials, case studies, audio-visual aids should be developed based on Indian experience and dependence on foreign case studies should be reduced. The content of the curriculum should be such that there is similarity between the rationality that is taught in the classroom and the ground reality, which a student has to actually face. Projects assigned should be more practical and students should go back to the same organisations to study various departments like HR, finance and marketing, in order to get a holistic understanding.

6. Faculty development should be one of the key areas of action so as to induct into the academic system bright young persons with academic qualifications in management, in order to make management education system self-reliant. Opportunities should be made available for existing staff to acquire advanced training and qualifications in management through provisions of fellowships for advanced study and training.
7. Faculty development programmes, similar to the FIP of the universities and QIP for technical institutions should be initiated in a phased and planned manner so as to update the qualifications and competence of existing faculty.
8. The system should become self-reliant with regard to faculty. The minimum core faculty needed should be available in every department / institute and the present practice on relying mostly on guest faculty only has to be changed, if proper standards are to be maintained.
9. Management school-industry interface and linkages should be strengthened along organised plans, in all aspects such as curriculum development, case studies, exchange of personnel, guest faculty and sharing of resources, project work and placement of graduates etc.
10. There should be free movement of faculty between schools and industry, so as to enrich both the systems through better sharing of real experiences and expertise.
11. The quality of management education in some of the newer schools, particularly those coming under the university system has to be upgraded. The University Grants Commission should recognize the importance of management education and provide stronger support to these new departments in universities.
12. Indian literature in the field of management is very limited. Research in the field of management has not grown the way one would like to see. In fact, if management education has to become more relevant and effective, it has to be supported by research into the problems and issues of administration of Indian organizations.

CONCLUSION

Future careers in management field would be Knowledge based, information intensive, highly mobile across the world, highly rewarding and On a fast track. In this direction, management education must be made 'Mass Education' rather than the 'Class Education' and that too, without compromising on quality. Therefore, management institutes must strive to develop global manager of proper knowledge, attitude, skill, insight and foresight to meet the challenges of 21st century. Dr. Laura Tyson of London Business School has accepted the importance of India's role in developing a well networked management curriculum. Expansion of management education in the post-independence era is unprecedented in the educational history of the country. However in spite of this significant development, a lot more has to be accomplished in respect of increasing its coverage and enhancing its accessibility to various categories of people because there still exists a wide gap between the demand and supply of professionally competent people in the country and this gap is increasing year after year with increasing industrial and business activity. The solution to this problem lies in providing facilities for management education and training which alone can develop professionally competent generations suitable for business, industry and public administration.

REFERENCES

1. D.Shankar Narayan, "Policy Implications in the Development of Management Education in India – Some Issues", "Management Education in India", edited by J.Philip and D.Shankar Narayan, IIM, Bangalore, 1989. | 2. M.Venkatesh, "Management Education – An Indian perspective", | 3. K.Hanumanthappa, "Accreditation and Professional Standards in Management Education" | 4. J. Philip, "Strategies for Network of Management Educational Institutions in India" | 5. J.Philip & D. Shankar Narayan, "Management Education in India New Directions and Tasks" | 6. Dr Bowonder and Prof S L Rao, "Management Education in India: Its evolution & some contemporary issues".



Sara Publishing Academy
Indian Journal Of Applied Research
Journal for All Subjects



Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College,
New Congres Bhavan, Paldi, Ahmedabad-380006.
Contact.: +91-9824097643 E-mail : editor@ijar.in