Property Rights and Women’s Empowerment in Rural India: .......................................................... 7
The Community Perspective .................................................................................................................. 7
Mrs. Ramya S ........................................................................................................................................ 7
Prof. M H Krishnappa ............................................................................................................................ 7
Psychological Crisis of Mother in Mahesweta Devi's Mother of 1084 .............................................. 25
Vandana Vats ........................................................................................................................................ 25
Dr. Jiwan Chand Bakhshi ...................................................................................................................... 25

EFFECT OF DISCIPLINE AND SELF DISCIPLINE IN STUDENTS LIFE .............................. 31
Dr. Richa Mehta ..................................................................................................................................... 31
Racial and Cultural Conflicts in Jhumpa Lahiri's Unaccustomed Earth ............................................ 39
Hariom Sharma .................................................................................................................................... 39
Dr. Jiwan Chand Bakhshi ...................................................................................................................... 39

Current status of online and offline permission based marketing ...................................................... 49
Shradha Sharma, Dr. Alka Srivastava .................................................................................................. 49

The Root Cause of Becoming a Youth Naxalite and its Justification from Mother’s Perspective in the Play Mother of 1084 ........................................................................................................ 53

Determinants of Consumer Buying Behaviour of Private Label Brands in Delhi in Retail: Proposition and test of SEM Model .............................................................................................................. 59
Nishith Kumar Mishra .......................................................................................................................... 59

Marital Rape: A Stigma on the Institution of Marriage ..................................................................... 73
Rashmi Singh ......................................................................................................................................... 73
Dr. Pooja Singh ...................................................................................................................................... 73

भारत में पंचायती राज एवं महिला शिक्षा .............................................................................................. 83
नीरज भट .............................................................................................................................................. 83
भारत में कृषि विकास का नयीन परिवर्तन .......................................................................................... 87
(New dimension of Agriculture Development in India) ................................................................. 87

ENGLISH LANGUAGE TEACHING FOR ENHANCING EMPLOYABILITY FOR TODAY’S YOUTH ................................................................. 92

R. Radhika ........................................................................................................................................ 92

Impact of FII’s on Indian Stock Market (specific to SENSEX) ........................................................ 95

AUTHOR: Naresh Kedia .................................................................................................................. 95

BIASED SEX RATIO A CONCERN IN SIKKIM ............................................................................ 113

Dr. Savita Chettri ............................................................................................................................ 113

Abstract ........................................................................................................................................ 113


Impact of IFRS -International Financial Reporting Standard in India ........................................... 119

MOHAN KUMAR.N.......................................................................................................................... 119

Dr. P.N. Udayachandra ....................................................................................................................... 119

The Growing role of Civil Society Organisations in Contemporary India: A Case Study of the Mazdoor Kisan Shakti Sangathan ................................................................................. 128

*Satender ........................................................................................................................................ 128

**Shiv Ram Singh ............................................................................................................................. 128

Growth of online shopping in India .................................................................................................. 142

SHALU MADAAN ............................................................................................................................ 142

REWRITING MYTH: A CRITICAL ANALYSIS OF AMISH TRIPATHI’S SHIVA TRILOGY ................................................................................. 148

Vikram Singh Assistant Professor .................................................................................................. 148

C.R.M. Jat College, Hisar vickysaharan89@gmail.com .................................................................. 148
EFFECT OF PHYSICAL EXERCISE PROGRAMME ON BALANCE IN PRESCHOOL CHILDREN ................................................................. 152
C.D. BHUTIA¹, U.S NAIR² ........................................................................................................................................ 152
COMPARISON OF PSYCHOLOGICAL VARIABLES AMONG TEENAGERS AND ADULTS............................................................ 159
ANSHIKA TANDON ........................................................................................................................................... 159
NARAYAN’S UNIVERSAL CHARACTER: FEMALE ............................................................................................... 162
Dr. Joginder Singh Ahlawat ....................................................................................................................................... 162
“A Study of Pre-Competitive and Post-Competitive Anxiety Level of Inter- University Basketball Players” .............................................................................................................................................. 166
RAJ KUMAR ...................................................................................................................................................... 166
UDHAM SINGH CHAHAR, ................................................................. 166
ASHISH TOMAR ........................................................................................................................................... 166
A HEURISTIC MODEL: FOR OPTIMIZE THE RESPONSE TIME IN COMPUTER COMMUNICATION NETWORK ............................................................................................................................................... 171
Jugmendra Singh .............................................................................................................................................. 171
Factors Influencing utilization of Shallow Tube-well Pump sets in Rabi Paddy Cultivation: A Case Study of Morigaon District .............................................................................................................................................. 185
Mr. Dimpal Dekaraja .............................................................................................................................................. 185
Role Conflict among Women Lawyers: A Sociological Study in Chithradurga and Davanagere district .......................................................................................................................................................... 195
Jayasudha. N S. ...................................................................................................................................................... 195
Prof. Ramegowda A. ............................................................................................................................................. 195
मध्यप्रदेश में कारावासित महिलाओं का पुर्नवास ........................................................................................................ 201
आकांक्षा सहान्त ............................................................................................................................................. 201
Sexual Harassment at Workplace: A Gross Violation of Right to Equality and Dignity ................. 205
Dr. Meenu Gupta ................................................................................................................................................. 205
PRIVITIZATION OF EDUCATION: ITS IMPACT ON RIGHT TO EDUCATION ................. 217
Nitish Nayyar ...................................................................................................................................................... 217
Studying the Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India

Marketing Strategies Developing Factors

Effect of Social Sites on Adolescent Behavior

Role of Internet in the Sale of Electronic Durables: A Study of Urban Areas of Doaba Region of Punjab

Role of Media in Shaping the Image of Women

Physico-chemical characteristics of Samas talab, jhunjhunu, Rajasthan, India
Global warming: Threat of life ................................................................. 340
Sachin Yadav ......................................................................................... 340

MARITAL RAPE, A STIGMA OVER CONJUGAL RIGHTS - A SOCIO LEGAL STUDY .. 384
KUSUM YADAV ..................................................................................... 384
Impact of Financial Regulation on corporate Finance .............................. 395
Mahender Panwar .................................................................................. 395

ROLE OF DAIRY PRODUCTS IN THE ECONOMIC DEVELOPMENT OF RURAL KUMAON ................................................................. (A CASE STUDY OF THREE DISTRICT OF KUMAON) 399
Dr. DEEPTI BISHT .................................................................................. 399

COMPARATIVE STUDIES ON YIELD AND ITS COMPONENT CHARACTERS AMONG INDIAN MUSTARD GENOTYPES [BRASSICA JUNCEA (L.) CZERN & COSS] ........ 411
Rajesh Verma and S.K. Sharma .............................................................. 411

ROLE OF DEMOGRAPHIC PROFILE ON CONSUMER PURCHASE INTENTION .... 417
Dr. K. Sivakumar .................................................................................... 417
Dr. A. Rajamohan .................................................................................. 417

WOMEN EMPOWERMENT AT PRESENT IN INDIA ................................ 423
Dr. Shradha Chandra ............................................................................ 423

Antibacterial Activity of Phyllanthus fraternus Webs Plant Extract Against Certain Human Pathogen ......................................................................................... 427
Dr. Vinod Kumar ................................................................................... 427

Review of FDI in Indian Retail Sector and an Appropriate Roadmap for Promising Future ................................................................................................. 430
Radhey Shyam ......................................................................................... 430

“हिन्दी के प्रसार में गिरतिटियो की भूमिका” ......................................................... 448
Article ........................................................................................................................................... 453