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Textbooks as per
CBCS
syllabus inside



ACADEMIC & PROFESSIONAL BOOKS

About Us

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Our expansive infrastructure is designed explicitly to facilitate the needs of each of our clients, regardless of how unique or complex they may be. Despite our commitment to publishing quality titles that plug gaps in various academic disciplines, we can modify our services to offer bespoke solutions to individual clients as and when required without compromising on our famed quality and efficiency.

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Our proposed editorial board, which is being put together and will be constituted with distinguished scholars, ensures that our titles will be able to stand on their own spine next to the best titles in the world. Our back-end editorial process focuses on efficiency, with automated workflows for document management and version control, resulting in faster time to market with fewer errors.

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Our books are never out of print as well! Digital forms of the book, as eBooks, and print-on-demand versions that are printed just in time ensure that the book never goes out of print. All book assets and content are stored securely, as password protected files with limited access, on our back-end Digital Asset Management System.

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- Bowker
- Baker & Taylor
- Amazon.com
- BN.com
- Apple iTunes
- Google Play Store

Our eBooks will also be available for consumers using Android, iOS, Sony Reader, Nook and the Kindle to name a few.

Our marketing plan starts to drive interest towards the title just after the final galley approvals and continues full-steam across the entire year. Online interest, driven primarily through conversations across social media, is also generated and sustained. Book micro websites, separate social media presence, author promotion, content marketing and thought leadership through the blog are some of the key activities that are unique to our process.

Exhibition and events in the form of academic conventions and professional conferences, where we participate, are also great forums where book displays and associated marketing will happen.



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CONTENTS

ENGINEERING

MECHANICAL ENGINEERING

Steel Rolling	1
Metal Cutting Tool Production	2
Repair of Industrial Equipment	2
Motor Vehicle Engines	3
Continuum Mechanics	

CIVIL ENGINEERING

Environmental Control in Thermal Power Plants	4
Quarrying of Raw Materials in Cement Plants	4
Gypsum & Gypsum Products	5
Mineralogy	5
Environmental Control in Cement Plants	6
Environmental Control in Thermal Power Plants	6
Road and Building Materials	7
Plugging Materials and the Cementing of Wells	7
Structural Mechanics	8

ELECTRONICS & ELECTRICAL ENGINEERING

Theory of Automatic Control	9
Linear Network Theory	9
Integrated Circuit Fabrication	10
Modern Electronics & Communication Engineering	10
Machine Intelligence Research and Advancement	11
Fundamentals of Cable Engineering	12
Principles of Communication Engineering	12

COMPUTER SCIENCE & IT

Programming with Python	13
Data Structure Using C	13
Computer Graphics & CAD	14

ROBOTICS & CONTROL

Stochastics, Control & Robotics	15
Electromagnetics, Control & Robotics	15
General Relativity and Cosmology with Engineering Applications	16

PHYSICS

Special Theory of Relativity and Relativistic Electromagnetism (2nd Edition)	17
Physics Education	17
Relativity	18
Introduction to Plasma Physic	19
An Introduction to Physics for Technical Students	19
Quantum Mechanics for Scientists and Engineer	20
A Survey of Advanced Quantum Mechanics & Related Topics	20
Key Problems of Physics and Astrophysics	21
Elementary Principles in Statistical Mechanics	21
Nuclear Physics and Nuclear Reactors	22
Space Time Gravitation	22
Laser Physics and Applications	23
Magnetism of Elementary Particles	23
Problems in Atomic and Nuclear Physics	24
A Physicist's ABC on Plasma	24

Electrodynamics	25
Problems in General Physics	25
Treatise on Thermodynamics	26
The Theory of the Relativity of Motion	26
Problems of Wave Optics	27
Quasi Particles	27
Theoretical Physics	28
Quantum Antennas	28

CHEMISTRY

BIOCHEMISTRY

Biomolecules	29
Pharmaceutical Chemistry	29
Biochemistry	30
Practical Biochemistry	31
Engineering Practical Chemistry	31

PHYSICAL CHEMISTRY

Quantum Chemistry	32
Practical Physical Chemistry	32
Phase Rule and its Applications	33
Manual of Spectroscopy	33
Thermodynamics and Chemistry	34
Chemistry for Competitive Examinations	34
Chemistry (Organic and Physical) Volume-3	35

INORGANIC CHEMISTRY

Practical Inorganic Chemistry	36
Advanced Experimental Inorganic Chemistry	36
Inorganic Chemistry	37
Chemistry (Inorganic & Organic) Volume-1	38
Chemistry (Organic & Physical) Volume-2	38
Chemistry of Complex Compounds	39
In the Realm of Catalysis	39
Chemistry for Competitive Examinations	40
Coordination Chemistry	41

ORGANIC CHEMISTRY

Green Chemistry Laboratory Manual (2nd Edition)	42
Molecular Symmetry	42
Applications of Molecular Symmetry	43
ABC of Molecular Symmetry	43
Practical Organic Chemistry	44
Laboratory Manual of Inorganic & Organic Chemistry	44
Advanced Experimental Organic Chemistry	45
Organic Synthesis: A Treatise	45
Green Chemistry in 21 Century and Beyond	46
Science for Everyone Learning About Chemistry	46
Organic Chemistry (Volume-2)	47
Chemistry (Inorganic & Organic) Volume-1	48
Lab Manual of Qualitative and Quantitative Analysis	48
Chemistry for Competitive Examinations	49
General Organic Chemistry	50
Green Chemistry	50

CONTENTS

POLYMER

Bio-degradable Polymers	51
Faiz's Polymer Chemistry	52
Polymer Science and Technology	53
Polymer Chemistry	53
Applied Rheology in Polymer Processing	54

MATHEMATICS

Engineering Mathematics- I	55
Engineering Mathematics- II	55
Engineering Mathematics- III/IV	55
Elementary Operations Research	56
Higher Mathematics for Science & Engineering	56
वैदिक गणित का संक्षिप्त इतिहास	57
Straight Lines and Curves	57
A Course of Pure Mathematics	58
The Theory of Probability	58
A History of Mathematics	59
An Introduction to Mathematics	59
Selected Problems in Discrete Mathematics	60
Partial Differential Equations	60
Problems in Mathematical Statistics	61
Problems in Higher Mathematics	61
Equations of Mathematical Physics	62
Calculus Made Easy	62
Problems and Exercises in Integral Equations	63
Business Mathematics	63
Business Statistics	64

LIBRARY & INFORMATIONAL SCIENCE

Library Automation	65
RFID in Libraries	66
Emerging Trends in Information Technology in Modern Libraries	67
User Education in Academic Libraries	67
Libraries & Technologies	68
Next Generation Library System	69
Information Communication in Digital Era	70
Information Retrieval Systems	71
Library & Information Science in 21st Century	72

LIFE SCIENCE

Heteropneustes fossilis	73
The Root Systems of Fruit Plants	73

SOCIAL SCIENCE

The Interpretation of Dream	74
Dream Psychology	74
A General Introduction to Psychoanalysis	75
Alcoholism	75
The Trans Himalayan Tibet Vol.-1	76
The Trans Himalayan Tibet Vol.-2	77
The Trans Himalayan Tibet Vol.-3	78
Mapping Tibet in the 21st Century	79
Sufism in India and Central Asia	80

Regional Sufi Centres in India	81
Influence of Islam on Indian Culture	81
Mystics and Saints of Islam	82
e-Governance	82
Urban System	83
Dardi Dictionary	83
Population, Development & Environment	84
Hidden Treasures	85
Islam in India	86

MANAGEMENT

Handbook of Business Administration Practices	87
Advances in Management for Business Excellence	88
Marketing In Emerging Economies	89
Mass Communication	90
Mass Media	90
Reinventing IT	91
Marketing Mosaic	92
Novel Marketing	93
Leadership, Governance & Public Policy	94
Practices in Entrepreneurship and Finance	95
Green Management	96
Personality Development	96
Digitising Enterprise in an Information Age	97
E-Commerce and Online Banking	98
Management	99
Supply Chain Management & Logistics	100
Sustainable Business and IT	101
Business Communication	102
Management in Action AN HR Perspective	103
Sylloge	104
Effectiveness of Management Accounting	105
Consumer Affairs and Customer Care	105
Research Methodology	106
Strategies for Business Excellence	106
Personality Development and Soft Skills	107
India Towards 100% Financial Inclusion	107
Employee Perspective	108
Business Environment	109
Vyavsayik Sansar	110

ECONOMICS

Green Economy	111
Back to Roots	111
Indian Economy in the 21st Century	112
Reform to Transform	112
Demonetisation	113
Sustainable Development	113
End of the 'End of Cold War'	114
Tomahawks over Syria	114
Microfinance: Boon to Bane	115
Principles of Political Economy and Taxation	115
India's Global Economic Relations in the 21st Century	116
Start-Ups	116
Vision and Mission of New India	117
Digitisation	117

CONTENTS

Indian Handicrafts Industry	118
Economics of Indian Toy Industry	118
North Korea's Nuclear Threat A Hoax?	119
Economic Aspects of Quality of Life	119
Principle of Micro-Economics	120
Self Help Groups Rural Women Empowerment	121
Disguised Labour Force under Unpaid Care Labour	122

LITERATURE & EDUCATION

निराला के गीत	123
What Children Really Want	124
English Language Grammar and Concepts	124
A History of Elizabethan Literature	125
How to Enjoy your Life and your Job	125
How to Stop Worrying and Start Living	126
How to Win Friends and Influence People	126
The Time Machine	126
Pride & Prejudice	127
Siddhartha	127
Hatha Yoga or The Yogi Philosophy of Physical Well-Being	127
Think and Grow Rich	128

FICTION & NON-FICTION

Total Eternal Reflection	129
राष्ट्रीय एकता का सबल सूत्र: रामचरितमानस	129
हुजूर, मैं आपका नमक खाता हूँ	130
Wuthering Heights	130
The Military Chronicles	131
Exitium. 3/12/2150	131

BIOGRAPHIES

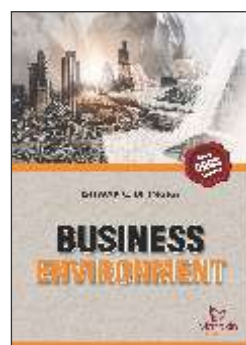
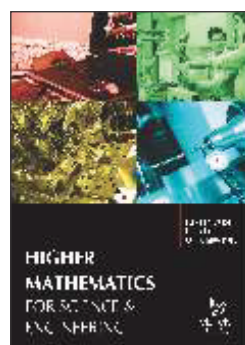
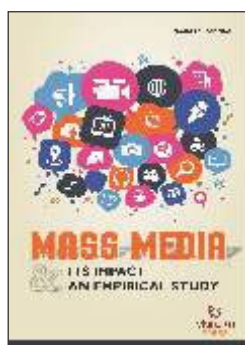
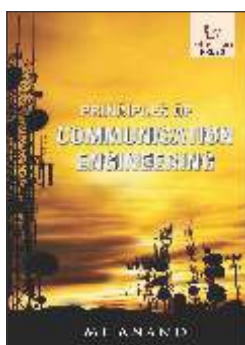
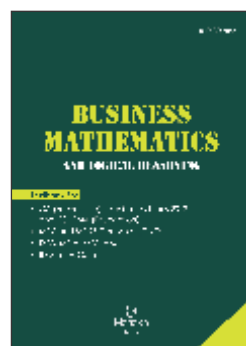
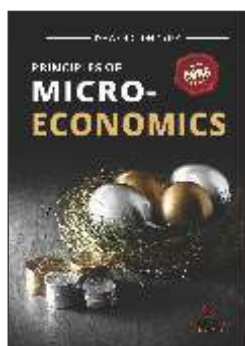
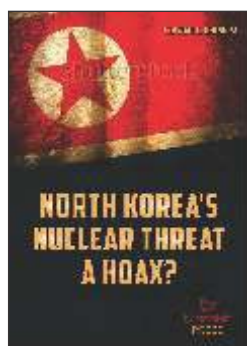
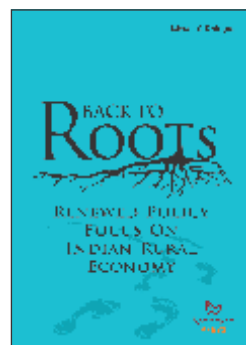
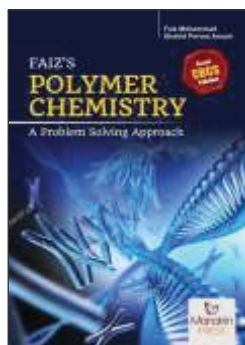
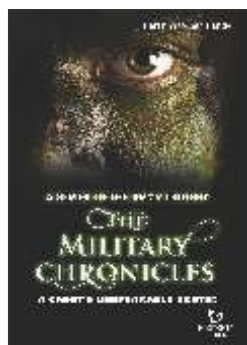
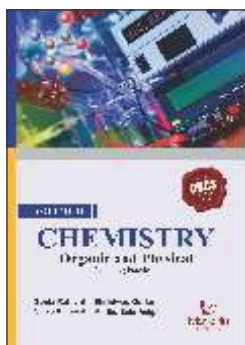
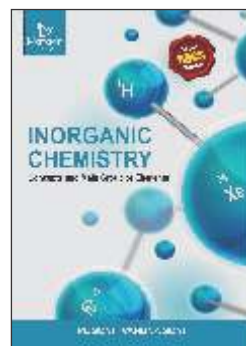
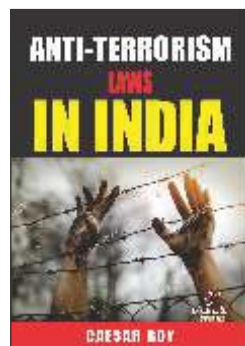
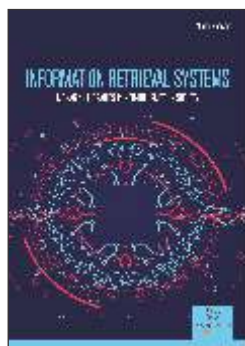
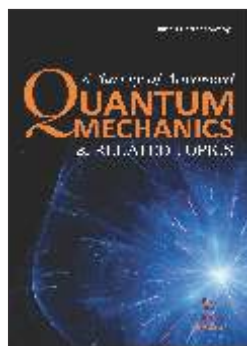
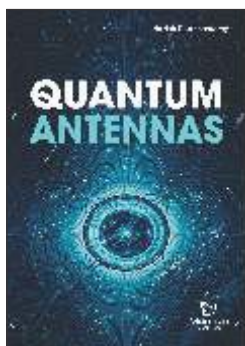
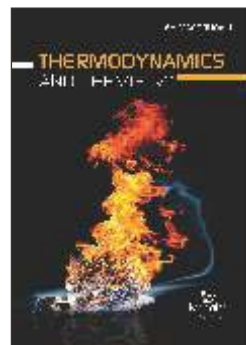
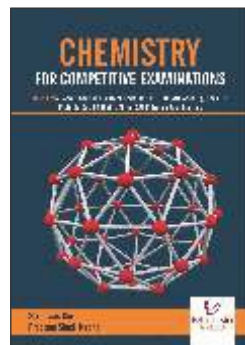
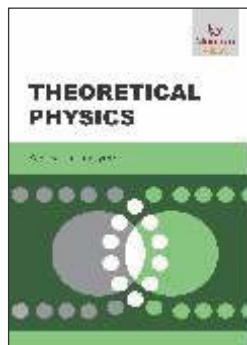
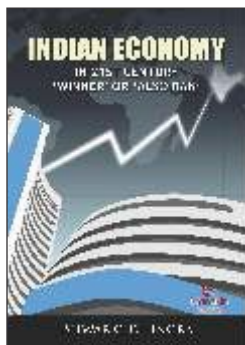
Swami Vivekananda	132
राजनीति के संत	132
Diary of a Young Girl	133
The Story of My Experimental with Truth	133
Steve Jobs	134

LAW

Terrorism	135
Queer, Crimes & Criminal Justice	136
Cyber Crimes in 21st Century	137
Anti Terrorism Laws in India	138
The Power of Information	138
Judge Made Laws for Effective Policing	139
The Silk Route	140

ENVIRONMENTAL SCIENCE

Environmental Impact Assessment	141
Environmental Science	141



Steel Rolling

Principle, Process & Application

N.K. Gupta

OVERVIEW

This book will be a useful handbook for shop floor personnel to the higher management of rolling mill industry; as well it will cater to the polytechnic/engineering students of metallurgical/mechanical/ process engineering. It has covered all aspects of rolling, which includes rolling of all major sections; where in roll pass design is required. This book may also be useful as reference book for students/professionals of rolling technology. The book has a numbers of illustrative chapters. This book deliberated on the fundamental of mechanical working and, its theory in a very simpler way. In addition it has also provided coverage on rolls, rolls cooling, roll turning, roll reclamation, investigation of roll breakage, roll management and roll bearing also, these contribute to the highest in the production cost. It also provide the description of vital elements of roll pass design in a very simple and systematic manner. It has a chapter on operational management of a rolling mill, which includes safety, inventory. Packaging of the finished products and modern operating mill practices and technologies are also discussed in details. Above all, first time it has been illustrated to how to design an individual rolling section step-by-step with the help of formulas, graphs and various aspects based on experience. With the help of that a layman can design a round, billet or angle section, such content is not available anywhere else. In addition, this book will also explain how to do the mill setting and to control of an element of section during rolling.

ABOUT THE BOOK

"Steel Rolling: Principle, Process and Application" is a unique effort, as for the first time in India a book has tried to cover all aspects and elements of rolling technology in one volume with even heavy technical jargon being communicated in an easy to understand language.

The book with its numbers of illustrative chapters provides information on the fundamentals of mechanical working, theory behind the same and all aspects of roll pass design in a very simple and systematic way. For the ease of understanding, Rolling and Roll pass design of all major sections are dealt separately in details with number of exercises.

The book is exhaustive as topics ranging from rolls, rolls cooling, roll turning, roll reclamation, investigation of roll breakage, roll management and roll bearing all have been dealt in detail as these constitute the most important element of production cost.

A separate chapter has been dedicated to operational management of a rolling mill, which includes safety and inventory. Packaging of the finished products and modern operating mill practices and technologies are also discussed in detail.

Above all, for the first time it has been illustrated- in a book, as to how to design an individual section step by step with the help of formulas and graphs. With the help of that even a layman can design a semi finished products including blooms, slabs and billets and finished sections like round, square, flat, angle channel, beam and rails section.

In addition, this book has also explained to readers how to conduct the complex task of a mill "setting" and manage control elements of section during rolling.

This book will be a useful tool for shop floor personnel and for all senior management operating in the rolling mill industry; it is also a must read for all polytechnic / engineering students of metallurgical / mechanical / process engineering.

This book may also be useful as reference book for students/professionals of rolling technology.

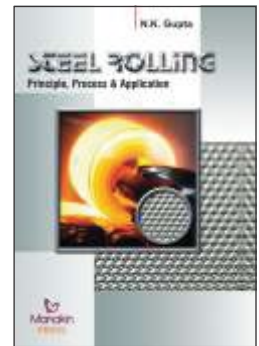
ABOUT THE AUTHOR

N.K. Gupta is a metallurgical engineer with 38 years' of experience in working in various capacities in the largest steel plant of India i.e. the Bhilai Steel Plant. Trained in Russian rolling technology, he has vast experience in the development of sectional profiles, rationalization and augmentation of the production in Bar and rod mill and different section mills. He is also an expert in multiple other areas including Mill operation, finishing and Dispatch, market development and marketing and safety of steel plants.

Mr. Gupta has proven leadership and technical skills for managing, developing and motivating teams, comprising of large number of workers and executives, to bring up the production from the lowest level to the rated level of a large continuous structural mill. He has also been a successful "Key driver" to conceive the 0.9 MT Bar and Rod mill.

Mr. Gupta has published a number of technical papers in journals and has also authored a book on rolling technology for middle and higher management. He has also worked as a consultant at MIDHANI Hyderabad and at the UNDP Projects in India, under the Ministry of Steel for energy conservation projects at re-rolling units and steel plant.

Presently, he runs a consultancy firm Roll Pass Design Solutions, which is providing solutions to multiple stakeholders ranging from development of rolled profile to training of rolling mill personnel.



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526 pg. | 2016 | HB | ₹ 2895

CONTENTS

1. Roll Pass Design, **2.** Mechanical Working and Rolling Process, **3.** Rolls, Roll Cooling and Roll Management, **4.** Rolling of Blooms and Slabs, **5.** Rolling of Billets, **6.** Rolling of Rounds and Tmts Bars, **7.** Rolling of Flats and Squares, **8.** Rolling of Angles, **9.** Rolling of Channels, **10.** Rolling of Beam, **11.** Rolling of Rail, **12.** Operation, Safety and Quality Management, **13.** Packaging of Steel Products, **14.** Energy Efficient Practices and Technologies, Index



CLASSIC TEXT

ENGINEERING | Mechanical Engineering



ISBN: 9789-38437-0169
482 pg. | 2016 | HB | ₹ 1295

Metal Cutting Tool Production

M. Palay

ABOUT THE BOOK

Metal Cutting Tool Production in a single text is unique to the present book and is meant to provide a common platform for studying metal cutting theory and machining practices and their application to the design of cutting tools. The material is presented in a form that is easy to understand and assimilate and at the same time is comprehensive enough to enable students and practicing engineers to apply it for solution of actual problems.

The book is intended to serve as a textbook for the final and pre-final year B.tech students of mechanical, production, aeronautical engineering disciplines. It can be used either for a one or a two semester course.

Salient Features:

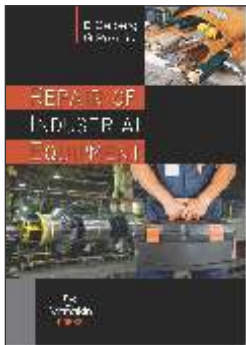
- Strong emphasis on discussion and analysis of design fundamentals and how they are applied to the design of individual cutting tools.
- Elaboration of design procedures and illustration of design practices.
- Necessary data, empirical relations, tables and design curves included in the text for smooth reading.

CONTENTS

Part One: Process Planning Principles in Cutting Tool Production, 1. Planning the Manufacturing Process for Cutting Tools, **2.** Blanks for Cutting Tools, **3.** Heat Treatment, **4.** Improving the Cutting Properties of Tools, **5.** Tool Sharpening and Lapping, **Part Two: Cutting Tools Manufacturing Processes, 6.** Single-Point and form Tool Production, **7.** Twist Drill Production, **8.** Core Drill and Reamer Production, **9.** Threading Tool Production, **10.** Broach Production, **11.** Milling Cutter Production, **12.** Gear Cutting Tool Production, **13.** Mechanization and Automation of Tool Production

CLASSIC TEXT

ENGINEERING | Mechanical Engineering



ISBN: 9789-38437-0060
300 pg. | 2016 | HB | ₹ 895

Repair of Industrial Equipment

B. Gelberg | G. Pekelis

ABOUT THE BOOK

Systematic care and attention are required to keep equipment in good working order, as well as regular maintenance and skilled repairs. In construction industry a general system of planned or scheduled preventive maintenance is used not only to keep equipment at its rated productivity and original accuracy, but also to ensure its full and uninterrupted service. The essence of this system is to give each machine or mechanism regular inspection and various preventive repairs at definite intervals according to a schedule, in addition to routine daily maintenance. The length of the scheduled intervals, of course, depends on the specific features of the design of the equipment, its purpose, and its operating conditions. At any industrial enterprise this system has the following objectives:

- (a) maintenance of equipment in a condition ensuring normal productivity and reliable quality of output;
- (b) prevention of unexpected or accidental breakdowns of equipment;
- (c) increase of productivity through improvements and modifications made during scheduled overhauls.

These objectives are achieved through two forms of maintenance: 1. routine servicing between scheduled overhauls; and 2. periodic scheduled repairs, consisting of minor and medium-scale repairs and major overhauls.

Routine technical servicing includes such basic tasks as the inspection and checking of the technical condition of assemblies and units and of the machine or equipment as a whole; routine correction of minor faults and adjustment of parts and mechanisms; lubrication, etc. This routine maintenance is the responsibility of the operators of the machines as well as of the maintenance service.

CONTENTS

Part One: General Information on Mechanisms, Machines and Material Handling Equipment, 1. Basic Information on Mechanisms, Machines and Machine Parts, **2.** Material Handling Equipment, **Part Two: Wear and Service Life of Industrial Equipment Assembly of Mechanisms and Machines, 3.** Methods of Assembly and Fitting, **4.** Wear of Machines, **5.** Increasing the Service Life of Equipment, **6.** Recovery and Strengthening of Machine Elements, **Part Three: Technology of Repair of Industrial Equipment, 7.** Maintenance of Fixed Joints and Piping, **8.** Maintenance of Hydraulic and Pneumatic Devices, **9.** Maintenance of Parts and Mechanisms of Production Equipment, **10.** Repair of Bed and Housing-Type Parts, **11.** Equipment Repair and Acceptance Procedures, **Part Four: Organization of Repair and Modernization of Equipment, 12.** Organization of Maintenance Service, **13.** Modernization of Equipment, **Part Five: General Information on Industrial Equipment and Safety Rules, 14.** Design of Main Types of Equipment and their Maintenance Characteristics, **15.** Mechanization and Automation of Production, **16.** Safety Rules and Fire Safety Measures, *Index*



Motor Vehicle Engines

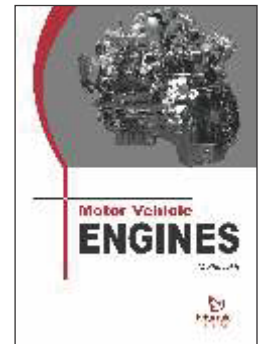
M. Khovakh

ABOUT THE BOOK

The presentation of the material is based on the classical method of theoretical analysis of the processes characterizing an actual cycle, the kinematics and dynamics of a crank gear and the design of individual units and parts with a view to an alternating load.

The fundamentals of the theory are set out as applied to spark-ignition (mainly carburettor) and compression ignition (diesel) engines. The book describes the typical features of the processes taking place in each of these types of engine within a broad range of speeds and loads. The data used in the analysis of separate processes has been obtained from tests of up-to-date high-speed engines.

In connection with the introduction of the SI system of units, engine parameters have been computed in this system. Since, the measuring apparatus used in testing engines is graduated in the old units and the latter are widely used in engineering calculations, the final expressions of equations are given both in SI and old units.



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624 pg. | 2016 | HB | ₹ 1295

CONTENTS

Introduction, **PART I - Theory of Engine:** 1. Theoretical Cycles of Reciprocating Engines, 2. Fuel and its Chemical Reactions in Combustion, 3. Actual Cycles of Engines, 4. Admission, 5. Compression, 6. Combustion, 7. Expansion and Exhaust, 8. Characteristics of the Working Cycle, 9. Factors Influencing the Indicated and Effective (Brake) Characteristics of Engines, 10. Characteristics of Motor Vehicle Engines, 11. Supercharging, 12. Heat Balance and Thermal Calculation of Engines, 13. Carburation, 14. Fuel-Feed Devices of High-Speed Diesel Engines, 15. Mixture Formation in a Diesel Engine, **PART II - Dynamic of Crank Gear and Balancing of Engine:** 16. Dynamics of Crank Gear and Balancing of Engines, 17. Engine Balancing and Non-uniform Crankshaft Rotation, **PART III - Construction and Design of Engine:** 18. Prerequisites and Selection of Main Parameters, 19. Blocks, Crankcases, Cylinder Heads and Gas Joints, 20. Piston Assembly, 21. Connecting Rod, 22. Crankshaft, 23. Valves and Valve Gear, 24. Lubrication System, 25. Cooling System, *Bibliography, Index*

Physics | Mechanics | Continuum Mechanics

Continuum Mechanics

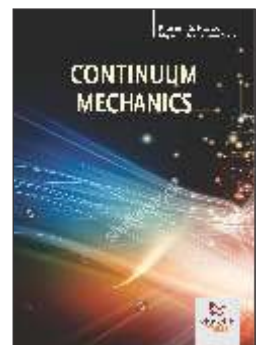
Prasun Kumar Nayak, MR Seikh

ABOUT THE BOOK

Continuum Mechanics provides a comprehensive coverage of all the diverse topics in Solid Mechanics. It is designed to serve as a text as well as a work book of Applied Mathematics, Physics, and Applied Mechanics. This book will definitely help the students not only to prepare for examinations but also enable them to develop analytical problem solving skills.

Salient Features:

- Material contained will stimulate the interest of teachers and research scholars as well as aspiring students of different competitive examinations.
- Wide variety of exercises in each section and subsection.
- Worked out examples illustrated according to the theories developed in the book.
- Exhaustive collection of problems and simplicity of presentation.
- Discussion on the subject in a systematic manner that may cater to most of the needs of the learners.



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325 pg. | 2019 | PB | ₹ 795
Pub. Date: November 2018

ABOUT THE AUTHORS

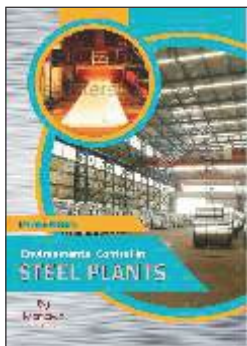
Prasun Kr. Nayak (Ph.D.) is an Assistant Professor, Department of Mathematics (UG & PG), Midnapore College (Autonomous). He has published total forty two research papers and guided four research scholars who were awarded Ph.D. His field of interest is Optimization Techniques in Inexact Environment & Applications and Mathematical Modeling. He has also authored five books: A Text Book of Tensor Calculus and Differential Geometry, A Text Book of Mechanics, Numerical Analysis, Vector Algebra and Analysis with Applications, Linear Algebra.

Mijanur Rahaman Seikh (Ph.D.) is an Assistant Professor, Department of Mathematics, Kazi Nazrul University, Asansol, India. He received his Ph.D. degree in Science from Vidyasagar University, West Bengal. Dr. Seikh has published one monograph and more than fourteen research articles in International Journals of repute. He is a member of Editorial Board of the International Journal "Annals of Pure and Applied Mathematics". His research interest includes Fuzzy Optimization, Fuzzy Game Theory and Fuzzy Inventory Models.



FORTHCOMING

ENGINEERING | Civil Engineering



ISBN: 9789-38667-7853
225 pg. | 2019 | HB | ₹ 2895
Pub. Date: December 2018

Environmental Control in Steel Plants

T.M. Aggarwal

ABOUT THE BOOK

ABOUT THE AUTHORS

T.M. Aggarwal is an eminent Technocrat with more than 45 years' experience in the Cement Industry in both, Private and Public sectors. He is a Graduate in Science and an Honours Graduate in Mechanical Engineering. Furthermore, he holds a Post Graduate Diploma in Management Studies from the Royal College of Science and Technology, Glasgow and is a Fellow of the Institution of Engineers, India as of March, 1972.

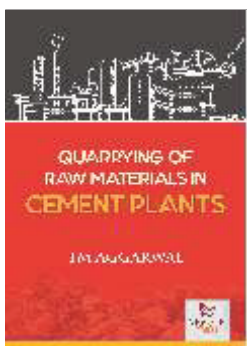
T.M. Aggarwal has played a key role in establishing eight Greenfield Cement Plants for Cement Corporation of India and Implemented Projects for United Nations Industrial Development Organisation (UNIDO) in Uganda and Ethiopia. On the Roster of Expert/Consultant UNIDO WORLD BANK UNFCCC.

Other positions held by him include Technical Advisor for Cement Manufacturers Association India (1994-1998), Nominee Director at Industrial Credit and Investment Corporation of India (1990-1993), Managing Director at Jaipur Udyog's Swaimadhopur Cement Plant in Rajasthan (1985-1986), and Chief General Manager, Cement Corporation of India Ltd. (1966-1988).

Civil Engineering | Geo Science | Mining | Mineralogy

FORTHCOMING

ENGINEERING | Civil Engineering



ISBN: 9789-38667-7839
225 pg. | 2019 | HB | ₹ 2895
Pub. Date: November 2018

Quarrying of Raw Materials in Cement Plants

TM Aggarwal

ABOUT THE BOOK

Mine Planning In a Cement Plant the mining plan has to be considered as a completely integrated part of the process sequence, concerned with the transformation of heterogeneous quarry materials into a homogenous raw blend. This sequence comprises all unit operations from blast hole drilling to feeding of the raw mill, and constituents what could be called the raw blend production system. A Mining Plan should therefore not be developed separately, but simultaneously with the design for the complete raw blend production system. There are two distinct trends in long-term quarry planning. One is based on programming the conventional exploration data and their analysis by computers, subsequent comparison by interpolation programme and deriving synoptic tables on graphic interpretations of open-cast mining plans, quarry operating schemes etc. For continuous mining operations another trend is simulation techniques of approaching the problem through a model of real situation, coupled with linear programming. Some studies have highlighted the importance of basic geochemical data collection in mine planning. For selecting the type of machinery and designing work involvement, the influence of overburden thickness or selection of explosive and rock breakage have been studied. The close inverse relationship between porosity and rock breakage and the complex influence of bulk density have also been elaborated for help in quarrying.

ABOUT THE AUTHORS

T.M. Aggarwal is an eminent Technocrat with more than 45 years' experience in the Cement Industry in both, Private and Public sectors. He is a Graduate in Science and an Honours Graduate in Mechanical Engineering. Furthermore, he holds a Post Graduate Diploma in Management Studies from the Royal College of Science and Technology, Glasgow and is a Fellow of the Institution of Engineers, India as of March, 1972.

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Gypsum & Gypsum Products

Their Science & Technology

Manjit Singh

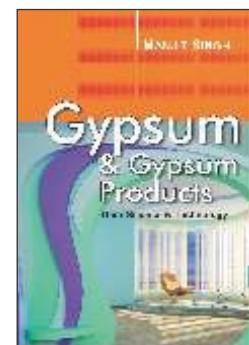
ABOUT THE BOOK

Highly detailed and elaborate, this book is written explicitly for the purpose of professionals who work with gypsum in various technical and consumer centric field. It emphasises technical specifications of Gypsum and associated products focusing on particular applications in industries such as construction, decoration, medicine, dentistry, architecture, chemical product manufacturer, arts, cooking, cosmetics, and agriculture etc. Stressing on different chemical, physical, and biological characteristics and relevance of Gypsum and extended applications.

ABOUT THE AUTHOR

Dr. Manjit Singh [1948 to 2014] completed his PhD in Chemistry over three decades ago with a thesis on the use of Phosphogypsum in Building Materials and followed through on his talent with a career at Central Building Research Institute. He had practical experience in Africa, Europe, and Asia under his belt with his work on Phosphogypsum recognised the world over. Moreover, his work has been cited by international authors countless number of times and his research papers have received many awards with the crème de la crème being the NRDC Award.

He retired as a 'G' level scientist from CBRI in 2008. Furthermore, he has been a member of Materials Research Society of India, Indian Science Congress, Indian Building Congress, Indian Concrete Institute and member of several BIS Code Committees related to gypsum, lime and cement. Following the completion of this book, Dr Manjit Singh, unfortunately, passed away on 6-5-2014.



ISBN: 9788-19295-9832
372 pg. | 2015 | HB | ₹ 2995

CONTENTS

1. About Gypsum, **2.** Production of Calcined Gypsum or Gypsum Plaster, **3.** By-product Gypsum, **4.** Gypsum in Cement Industry, **5.** Use of By product Gypsum in the Production of Super-sulphated Cement, **6.** Gypsum Building Products, **7.** Anhydrite Plaster Based Building Products, **8.** Rapid Wall Gypsum Panels/Gypcrete, **9.** Radioactivity in Gypsum, **10.** Market Potential Assessment of Gypsum Industry, **11.** Standardisation of Gypsum and Gypsum Products, *Index*.

Mineralogy | Geology | Geochemistry | Earth Science

Mineralogy

A.V. Milovsky | O.V. Kononov

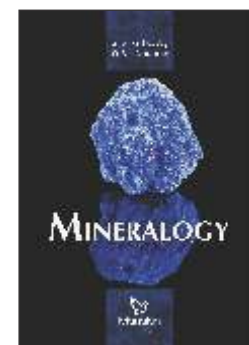
ABOUT THE BOOK

Human Evolution has been linked to minerals from its very inception right from pre-historic Stone Age to Bronze Age to the Iron Age. So we can say that minerals & metals have always caught fancy of mankind.

The present book has been prepared as per university curriculum for the major course in mineralogy, it covers important traditional context of mineralogy their geologic context, crystallography, chemical, bonding, mineral structure, stability nature & occurrence of minerals.

Salient features:

- Traditional crystallochemical characterization of minerals, Information on the types of crystalline structure and structural motifs of minerals.
- Structural imperfections (defects) of minerals.
- The graphical representation of the chemical composition of minerals and the calculation of crystallochemical formulae.
- Description of physical properties is discussed in terms of their nature, the methods of their analysis and the importance for diagnostic purposes, in prospecting, the enrichment of ores, technology, etc.
- Information on the origin of minerals.
- Natural associations of minerals.
- Principles of classification and the order in which the material is presented then classes, subclasses, and separate minerals are characterized. The classes of minerals are discussed in conjunction with their chemical composition, bonds, structure and physical properties, their origin, practical use, and interclass systematization.
- The description of minerals includes information concerning their chemical composition, structure, system, morphology, external, including diagnostic, physical features and properties.
- The genesis of minerals, natural mineral associations, generations and mineral typomorphism too have been discussed in detail.
- When compiling the manual, the authors made every possible effort to bring it into conformity with the courses in 'General Chemistry', 'Physics', 'Physical Geology', and 'Crystallography', which, as far as university syllabus is concerned, precede the course in 'Mineralogy'.



ISBN: 9789-38437-0206
402 pg. | 2017 | HB | ₹ 4995

CONTENTS

PART I-MINERALS (A GENERAL OUTLINE); The History of Mineralogy, Modern Concepts of Minerals, The Importance and the Main Tasks of Mineralogy, The Crystallochemistry of Minerals, The Chemical Composition of Minerals, The Morphology of Minerals, The Physical Properties of Minerals, The Methods of Mineralogical Research, **PART-II SYSTEMS OF MINERALS (AN OUTLINE);** Native Elements, Sulphides and their Analogues, Halides, Oxides and Hydroxides, Silicates and Aluminosilicates, Borates, Carbonates, Nitrates, Sulphates, Molybdates and Tungstates, **PART-III GEOLOGICAL PROCESSES OF MINERAL FORMATION AND MINERAL ASSOCIATIONS;** Concepts of Natural Associations of Minerals, Typomorphic Minerals, Typomorphic Features, and the Generation of Minerals, The Magmatic Process and The Associations, The Pegmatitic Process and The Association of Minerals in Pegmatites, Postmagmatic Metasomatic Processes of Mineral, The Hydrothermal Process and the Association of Minerals in Ore Veins, The Weathering Processes and Mineral Associations, Sedimentation and Mineral Associations, Metamorphic Processes of Mineral Formation, Minerals of Lunar Rocks and Meteorites, Bibliography, Index

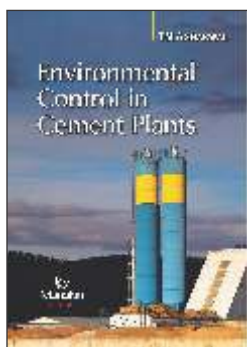


BY THE SAME AUTHOR

T.M. Aggarwal is an eminent Technocrat with more than 45 years' experience in the Cement Industry in both, Private and Public sectors. He is a Graduate in Science and an Honours Graduate in Mechanical Engineering. Furthermore, he holds a Post Graduate Diploma in Management Studies from the Royal College of Science and Technology, Glasgow and is a Fellow of the Institution of Engineers, India as of March, 1972.

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ENGINEERING | Civil Engineering

ISBN: 9788-19295-9801
308 pg. | 2015 | HB | ₹ 2895

Environmental Control in Cement Plants**T.M. Aggarwal****ABOUT THE BOOK**

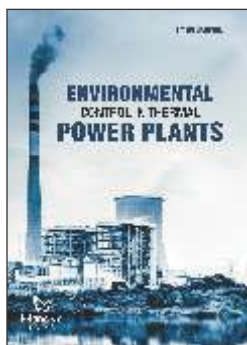
Environmental Control in Cement Plants caters to the burning question in the cement industry of trying to find an environmentally sustainable manufacturing system. The book describes the full spectrum of problems and obstacles that cement engineers face in the present day cement manufacturing sector and allied bulk solid industries.

It's designed to streamline plant operations and mitigate adverse effects of pollution through selection of the right equipment and the implementation of the right environmental policies and control strategies.

The strategies and solutions in the book operate within the limits of prescribed standards as well as budgetary limitations and benchmarks of operational efficiency. Included is the design data from manufacturers of Electrostatic Precipitators and Fabric Filters.

CONTENTS

1. Environment Control in Cement Plants, **2.** Art of Electro Precipitation, **3.** Electrostatic Precipitator Design Considerations, **4.** Design Data of Electrostatic Precipitator, **5.** Fabric Filters, **6.** Fuels-Coal, *References Index*

ENGINEERING | Civil Engineering

ISBN: 9789-38622-1018
550 pg. | 2018 | HB | ₹ 3295

Environmental Control in Thermal Power Plants**T.M. Aggarwal****ABOUT THE BOOK**

Electricity is vital for development and social transformation for all developed and developing countries of the world. Today's Infrastructure requirement in the world, electricity is the most essential component. Without ready availability of cheaper energy, the great strides taken by the society, industry, transport and agriculture could have been unimaginable. Energy is at the root of civilization and technological upgradation.

The demand for electricity in India has been growing very fast year by year. In spite of the significant and impressive strides in the development of power sector capacity, the growth in demand surpasses the growth in power generation by leaps and bounds.

The overall gap between demand and supply was 12.6. % in year 2006-2007, which due to rapid progress in year to year installed capacity of power generation has become a plus 2.5% in the year 2016 and India is now counted amongst the power surplus nations of the world.

Energy is one of the most important prerequisites of Life. Without energy our entire civilization – transport industrial manufacturing, commercial activity and food production – would come to a standstill Since prehistoric times human society has been consuming a constantly increasing amount of energy. The modern industrial era brought with it marked increase in consumption of energy and

changes in energy sources From wood and coal to predominantly oil and natural gas.

Thermal Power Plants use fuels for power generation. Water is used for process, cooling, as well as for service/drinking requirement. Chemicals are used for conditioning of water, corrosion-control and sometimes for conditioning of fuel as well. Lubricants are used for machinery. These inputs generate waste products. Human related wastes (sewage etc.) are also generated along with the processed waste.

These pollutants/wastes need to be treated before their disposal from the plants. The treated effluents are required to meet the limits set by Central / State Pollution Control Boards. The regulations, issued by these agencies, specify the maximum allowable limits applicable to the pollutants discharge from the Power Plants. This book is a serious effort that deals in detail with all the above issues and we are sure that scientists, academicians, researchers and professionals who are constantly facing these issues and are striving to move towards a zero emission regime, will find this monograph a very useful reference tool on the topic.

CONTENTS

1. Thermal Power Generation, **2.** Energy and Environment, **3.** Environmental Control in Thermal Power Plant, *References*



Road and Building Materials

S.V. Shestoperov

ABOUT THE BOOK

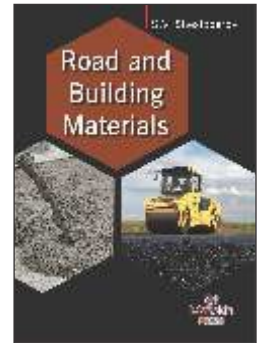
The extensive construction of all kinds involves the use of a great number of various building materials. Construction industry makes available a great variety of building materials. The durability of engineering structures and the repair expenditures for these structures depend on the properties and quality of these materials.

Some building materials are made directly at construction sites, and this necessitates a thorough knowledge of their manufacturing technologies. The textbook places emphasis on the special features associated with the manufacture of materials and the conditions that predetermine their quality.

The data found in the textbook reflect the newest scientific and engineering achievements in the production technology and use of road materials. The way in which various manufacturing processes are treated will permit students to concentrate on the peculiar features that influence the construction-engineering properties of materials.

Civil engineers often have to solve problems associated with the choice of materials, and this cannot be done without a profound knowledge of the engineering properties and the possible application of materials under various service conditions. For this reason the course on road materials includes data that can be used to advantage both by students and civil engineers. Large quantities of materials used in the construction of road, bridges, and airfields are often transported over large distances, and that is why special attention must be given to the possible use of locally available materials.

The author of the textbook aimed at treating a great number of materials featuring various construction-engineering properties on the basis of their origin. The textbook can be of use to students majoring in the construction of hydraulic engineering structures, road, airfields, bridges, and tunnels.



ISBN: 9789-38437-0121
344 pg. | 2016 | HB | ₹ 995

CONTENTS

1. Construction-Engineering Properties of Materials, **2.** Natural Stone Materials, **3.** Inorganic (Mineral) Cementing Materials Binders, **4.** Cement Concrete and Cement Mortars, **5.** Artificial Burned and Other Stone Materials, **6.** Artificial Unburned Stone and Other Materials and Products, *Index*

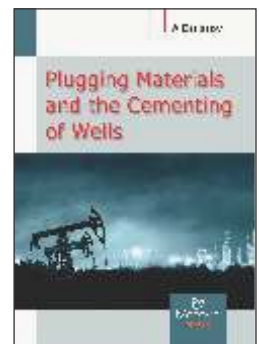
Oil & Natural Gas Exploration | Drilling | Petroleum & Engineering Studies

Plugging Materials and the Cementing of Wells

A. Bulatov

ABOUT THE BOOK

This textbook is intended for students at technical schools specializing in the drilling of oil and gas wells. The book outlines the techniques of cementing oil and gas wells, based on current scientific developments and experience gained in applying advanced methods by the Soviet oil-industry specialists, and offers a description of cementing outfit, plugging cements, and chemicals used for their treatment. It also surveys the properties of plugging mixtures (slurries) and cement stone under a variety of geological and technical conditions. One of the merits of the text is that it describes the composition of plugging cements and techniques employed in their preparation, which is of great importance in training technical personnel at oil fields.

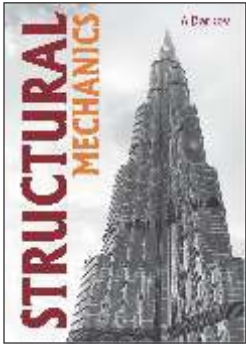


ISBN: 9789-38437-0107
310 pg. | 2016 | HB | ₹ 995

CONTENTS

1. Methods of Casing Cementing, **2.** Technology of Cementing Wells, **3.** Cementing Units and Cement Mixers, **4.** Cementing Conditions and Requirements for the Quality of Cement Slurries and Stone, **5.** Composition and Basic Properties of Portland Cement, **6.** Properties of Cement Slurry and Cement Stone, **7.** Plugging Cement, **8.** Adjusting the Properties of Cement Slurry and Cement Stone, **9.** Plugging Cements for High-Temperature Wells, **10.** Cements for Low-Density Slurries and Weighted Cement, **11.** Cement Slurries Prepared with Concentrated Saline Solution (Brines), **12.** Plugging Materials for Controlling Loss of Circulation, **13.** Special Plugging Cements and Mixtures, **14.** Facilities and Structures for Transporting, Mixing and Storage of Plugging Materials, **15.** Organization of Cementing Jobs. Complications and Safety Engineering in Cementing of Wells, **16.** Cementing Quality Check, *Index*





ISBN: 9789-38437-0039
796 pg. | 2016 | HB | ₹ 1695

Structural Mechanics

A. Darkov

ABOUT THE BOOK

The last few decades have witnessed a dramatic increase in the application of numerical computation to problems in solid and structural mechanics. The burgeoning of computational mechanics opened a pedagogical gap between traditional courses in elementary strength of materials and the finite element method that classical courses on advanced strength of materials and elasticity do not adequately fill. In the past, our ability to formulate theory exceeded our ability to compute. In those days, solid mechanics was for virtuosos. With the advent of the finite element method, our ability to compute has surpassed our ability to formulate theory. As a result, continuum mechanics is no longer the province of the specialist. What an engineer needs to know about mechanics has been forever changed by our capacity to compute. This book attempts to capitalize on the pedagogical opportunities implicit in this shift of perspective. It now seems more appropriate to focus on fundamental principles and formulations than on classical solution techniques.

CONTENTS

1. Kinematic Analysis of Structures, **2.** Beams, **3.** Three-Hinged Arches and Frames, **4.** The Trusses, **5.** Space Framework, **6.** Kinematic Method of Influence Line Construction, **7.** Strain energy Theory and General Methods of Displacement Computation, **8.** Analysis of the Simpler Statically Indeterminate Structures by the Method of Forces, **9.** Analysis of Highly Redundant Statically Indeterminate Systems by the Method of Forces, **10.** Redundant Arches, **11.** Slope and Deflections. Combined and Mixed Methods, **12.** The Finite element Analysis, **13.** Structure Design by Bearing Capability, **14.** Stability of Elastic Systems, **15.** Introduction to dynamics of Hinged Systems, **16.** Fundamentals of Design of Three Dimensional Thin-Wall Structures, *Index*



Theory of Automatic Control

A. Netushil

ABOUT THE BOOK

Theory of Automatic Control is an extension and refinement of the lectures delivered by the authors to students specializing in Automation and Remote Control, Computer Engineering, Information and Measurement Technology, Electric Drives and Automation of Industrial Facilities.

Due to the advanced natures of the topics covered readers are presumed to be familiar with the relevant parts of the curriculae on Theoretical Fundamentals of Electrical Engineering, Higher Mathematics, Theoretical Mechanics, and Computer Engineering and also some principles of automatic control related to Electrical Machines, Electrical Measurements, Magnetic and Electronic Elements of Control Hardware. The book is a classical effort on evolution & journey of today's robotic machines from the earlier days of manual to semi automatic to robotic machine shops.

This book envisages & evolves around author aim of defining the processes behind application of control theory for regulation of processes without direct human intervention.



ISBN: 9789-38437-0091
902 pg. | 2017 | HB | ₹ 1895

CONTENTS

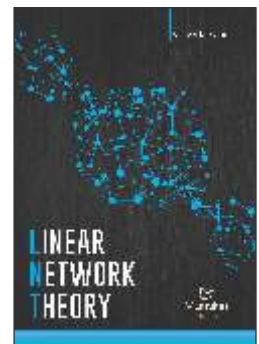
1. General Description of Plants and Automatic Control Systems, **2.** Equations of Control Systems, **3.** Propagation of Regular Signals through Linear Elements, **4.** Typical Elements of Linear Control Systems, **5.** Special Elements of Linear Automatic Control Systems, **6.** Connection of Elements and Transformation of Continuous Linear System Block Diagrams, **7.** Stability of Control Systems, **8.** The Effect of System Parameters on its Stability, **9.** Control Performance: Direct Methods of Study, **10.** Control Performance: Indirect Methods of Study, **11.** Design of Minimal-Phase Linear Control Systems, **12.** Design of Industrial Control Systems, **13.** Sampled-Data Control Systems, Characteristics of Sampled-Data Signals, **14.** Characteristics of Sampled-Data Control Systems, **15.** Sampled-Data Control Systems Stability, Transient and Steady-State Processes, **16.** Nonlinearities in Control Systems General, **17.** Nonlinear System Statics. Connection and Transformation of Nonlinear Elements, **18.** Nonlinear System Dynamics. Phase Plane, **19.** Harmonic Linearization, **20.** Stability of Nonlinear Systems, **21.** Control Performance in Nonlinear Systems, **22.** Problems and Methods of Optimal Control. General, **23.** Theoretical Methods of Optimal Control, **24.** Random Signals in Control Systems, **25.** Linear Systems Subjected to Random Stationary Signals, **26.** Nonlinear System Subjected to Random Stationary Signals, **27.** Adaptive Control System, *Appendices, References, Subject Index.*

Linear Network Theory

Clifford D. Ferris

ABOUT THE BOOK

Linear Network Theory presents the problems & issues of Linear Network analysis & synthesis. This book is an attempt to bridge the gap between undergraduates & graduates school courses in transient analysis & network synthesis. This text is compendium of various operational techniques for solving circuit problems from the linear system viewpoint. Emphasis is placed upon the use of operational techniques to find total solution including both transient & steady-state. The main theme of the book is solution of linear integro-differential equations by a variety of techniques. Each technique has its own merit and the use of each depends upon the information described about system behaviour. The book has many illustrated examples most of them being related to electrical circuit problems. The book would be useful for students in electrical engineering and radio engineering helping them in extending the fundamental and theoretical knowledge.



ISBN: 9789-38622-1155
484 pg. | 2017 | HB | ₹ 1295

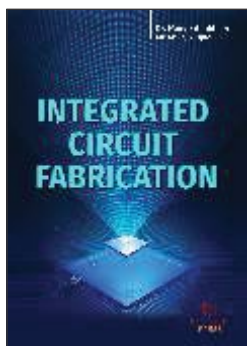
CONTENTS

1. The Linear System, **2.** Review of Mathematical Techniques, **3.** Introduction to Operational Techniques, **4.** Fourier Techniques and Frequency Analysis, **5.** The Laplace Transformation, **6.** Solution of Integro-differential Equations by the Laplace Transformation Technique, **7.** Small Signal Linear Analysis, **8.** Complete Solutions of Network Problems by Laplace Transformation, **9.** Signal Flow Analysis Techniques, **10.** Mechanical Analogies, **11.** An Introduction to Driving-Point, *Appendices, Bibliography, Problems, Index*



FORTHCOMING

ENGINEERING | Electronics & Electrical Engineering



ISBN: 9789-38667-7983
335 pg. | 2019 | PB | ₹ 795
Pub. Date: December 2018

Integrated Circuit Fabrication

Kumar Shubham | Ankaj Gupta

ABOUT THE BOOK

This book covers theoretical and practical aspects of all major steps in the fabrication sequence. This book can be used conveniently in a semester length course on integrated circuit fabrication. This text can also serve as a reference for practicing engineer and scientist in the semiconductor industry. IC Fabrication are ever demanding of technology in rapidly growing industry growth opportunities are numerous. A recent survey shows that integrated circuit currently outnumber humans in UK, USA, India and China. The spectacular advances in the development and application of integrated circuit technology have led to the emergence of microelectronic process engineering as an independent discipline. Integrated circuit fabrication text books typically divide the fabrication sequence into a number of unit processes that are repeated to form the integrated circuit. The effect is to give the book an analysis flavor: a number of loosely related topics each with its own background material. Some of the important features of the book are as follows:

- Describes underlying scientific basis for technologies used in silicon chip fabrication.
- Includes multiple choice question on the pattern of competitive exams.
- Emphasizes the basic processes that are involved in integrated circuit fabrication process. Comprehensive coverage of process sequence helps reader connect individual process.
- Includes discussion on future trends. This is necessary as technology is changing at very fast

ABOUT THE AUTHORS

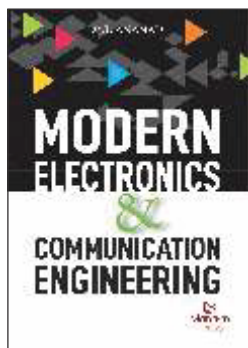
Dr Kumar Shubham, Associate Professor is teaching VLSI Fabrication in Delhi Technical Campus Greater Noida. He has completed PhD in 2013 from IIT (BHU), Varanasi. He has published Eleven International journal paper and Five International Conference paper out of which Five SCI papers. Citation Indices: Citation 44, h-index 4 and i10-index 1. He has 4 years research experience during PhD, 1 year industrial experience and 4 years experience in teaching.

Mr Ankaj Gupta, Assistant Professor is teaching in Delhi Technical Campus Greater Noida. He is M. Tech in VLSI Design & Embedded Systems. He has 7 years teaching experience at UG and PG level. He has written many books on subjects Microprocessor, Microcontroller and Embedded systems. He has published several papers in international and national journals.

Electronics & Communication | Engineering

FORTHCOMING

ENGINEERING | Electronics & Electrical Engineering



ISBN: 9789-38667-7884
375 pg. | 2019 | PB | ₹ 895
Pub. Date: December 2018

Modern Electronics & Communication Engineering

M.L. Anand

ABOUT THE BOOK

The book is meant for the engineering students of BE /B.Tech./polytechnic diploma. It will be also useful for practicing engineers and also for who are interested to know about fundamentals of modern engineering. The book has crystal clear approach and simple language. The presentation is straight forward adopting user friendly and classroom lecture style. The book is thought provoking and stimulating. It will clear cobwebs of mind and while going through the book, the reader will feel physical presence of the teacher.

ABOUT THE AUTHOR

M.L. Anand is a very well-know expert and author of more than 15 books in the field of Engineering and allied subjects. He has about 50 years experience in different leading Institutions in India. Electronics and Communication subjects are his strong foray.



Machine Intelligence Research and Advancement

Nehara et. al.

ABOUT THE BOOK

Machine Intelligence and Artificial Intelligence are two main subject areas in a fast evolving field. Machine intelligence technologies cut across a vast array of problem types (from classification and clustering to natural language processing and computer vision) and methods (from support vector machines to deep belief networks). The central problems (or goals) of Machine intelligence research include reasoning, knowledge, planning, learning, natural language processing (communication), perception and the ability to move and manipulate objects. The research advancement in Machine intelligence field covers latest cutting edge areas. It encompasses all fields to make life better and connected along with intelligent devices. Life without these intelligent devices shall be too difficult in present era.

The book focuses on wide array of topics ranging from mobile communication, sensor, vehicular & adhoc networks, security; Soft computing; Microwave; Robotics; VLSI design and embedded system; Signal and image processing; Modeling and simulation; Cloud computing; Bio-informatics to smart textile etc.

ABOUT THE EDITORS

Dr. Vijay Nehra did his B.Tech in Electronics and Communication Engineering from Kurukshetra University, M.E in Electronics from Punjab Engineering College, Chandigarh and PhD in Electronics and Communication Engineering from MDU Rohtak in 2000, 2002 and 2008 respectively. Presently, he is working as a Professor and Chairperson of Electronics and Communication Engineering, Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur-Kalan, Sonipat. Many of his research papers have been published in International and National journals of repute.

Sudesh Nandal is an Assistant Professor in Electronics and Communication Engineering Department of Bhagat Phool Singh Women University of Khanpur-Kalan. She did her B.Tech in Electronics and Communication Engineering from BRCM College of Engineering, Bahal (Bhiwani) in 2004 and M.Tech in Electronics and Product Designing from Punjab Engineering College (Deemed University), Chandigarh in 2006.

Sandeep Dahiya is presently working as an Assistant Professor in Department of Electronics and Communication Engineering, Bhagat Phool Singh Mahila Vishwavidyalaya Khanpur-Kalan, Sonapat, since July 2009. He served as Lecturer in Hindu College of Engineering, Sonapat for 8 years. He is having 14 years of experience in academic frontiers. He received his B.E. in Electronics Engineering in 2000, M.Tech in Electronics and Communication Engineering in 2006 and currently pursuing PhD in Electronics & Communication Engineering.

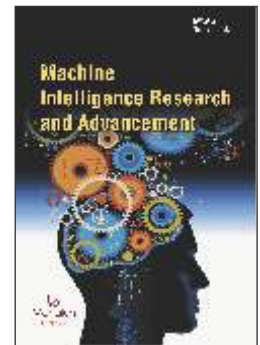
Mr. Rajender Kumar is working as an Assistant Professor in the Department of Electronics and Communication Engineering, BPS Mahil Viswavidlaya, Khanpur-Kalan, Sonipat, Haryana, India and has got 10 years of teaching experience. He received the B.E. and M.Tech degree from MDU Rohtak and M.Tech degree from GJUS&T, Hisar, India. His area of research includes Linear Integrated Circuit, VLSI Design & Digital Image Processing.

Priyanka received her B.E. in Electrical Engineering in 2004, M.Tech in Electrical Engineering (Instrumentation & Control) in 2007 and currently pursuing Ph.D in Electrical Engineering.

Krishan Kumar received his B.E in Electronics and Communication Engineering (ECE) from Chhotu Ram State College of Engineering, Murthal, Sonipat and M.Tech from GJUS&T, Hisar. Currently, he is working as an Assistant Professor in Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur-Kalan, Sonipat, Haryana.

CONTENTS

1. Parameters Extraction of 200nm NMOS Transistor using Silvaco TCAD Tools – *Shikhar Gupta, Prashant Kumar, Munish Vashishth*, 2. Genetic Algorithm for Reconfigurable Computing Systems – *Ashutosh Gupta*, 3. Bioinformatics: A Novel Platform for Research – *Reeti Chaudhary, Pooja Dandyan, Nancy, Preeti Yadav and Kiran Nehra*, 4. Design SC-FDMA based systems for uplink broadband communication to Comparing of OFDMA system – *Sajjan Singh, S. V. A. V. Prasad*, 5. Understanding Soar: An Outsider's Perspective – *Divya Saxena and Naveen Malik*, 6. Illumination Normalization Using Multiscale Approach and Non-linear Classifier for Face Recognition – *Tripti Goel, Vijay Nehra, Virendra P. Vishwakarma*, 7. A Survey of Handwritten Character Recognition Using Neural Network – *Gargi Dalal, Sandeep Dahiya and Suresh Kumar*, 8. Analysis of Proportionality Estimation in Multi Hidden Layer Neurons in BPNN Architecture – *Rakesh Kumar Bhujade, Amitkant Pandit, Naveen Hemrajani*, 9. Genome Annotation – A Computational Approach – *Kiran Nehra, Nancy Chhabra, Pooja Dandyan and Reeti Chaudhary*, 10. A Didactic Approach for Visualization of function in 2-D, 3-D Plotting by Using MATLAB – *Asha, Mittarpal, Priyanka Anand*, 11. Improving Software Quality by Reusing Knowledge & Experience – *Ravinder, Lekh Raj, Mohan Jindal, Vidhu Vohra, Uravashi Mishra, Sata Nand*, 12. Analyzing Electron Transport Properties of Carbon Nanotube between Copper Electrodes – *Sandeep Dhariwal, Vijay K. Lamba, Ritu Vijay, Krishan*, 13. A Dynamic Approach to Increase Life Time of wireless sensor nodes in Wireless Sensor Network – *Priyanka Rathee*, 14. Electronic Waste, Its Impacts And Management: A Challenge For Global Survival – *Bhupinder singh & Lalit Jajpura*, 15. Implementation of command line partial reconfiguration on Xilinx FPGA – *Ashutosh Gupta*, 16. Application of Electronics in Textile Manufacturing Industry – *Lalit Jajpura, Abhilasha Rang and Rajkishore Nayak*, 17. Case Study of Different Medical Modalities Using Image Processing: A Review – *Shikha Maheshwari, Krishan*, 18. The Prospects of Biometric Fingerprint Recognition Techniques – *Babita Chaudhary, Sandeep Dahiya and Suresh Kumar*, 19. A Comparative Study On Different Image Steganography Techniques – *Ekta, Sonal*, 20. Hi- Tech Wearable Textronics – *Ashish Hooda, Abhilasha Rang, 21. VoIP base Scrutinization of MANET – Lekh Raj, Ravinder Mohan Jindal, Vidhu Vohra, Uravashi Mishra, Sata Nand*, 22. MATLAB based Comparison of Different Image Resizing Methods – *Jyotia, Rajinder kumar*, 23. Electronic Textile and various applications and challenges of electronic clothing – *Sushil Kumar, Jai Veer, Harinder Pal*, 24. Artificial intelligence turning to be backbone of Inclusive Education – *Poonam Poonia, Varuna Dahiya & Yogesh Chander*, 25. Apparent and partial molar volumes of tetra-alkyl ammonium chloride in mixed solvent tetrahydrofuran and water at 303.15K – *Rajni and Naresh Kumar Dua*, 26. Emerging Technologies in Textile Intelligence Embedded with Wearable Electronics – *Harinder Pal, Sushil Kumar & Jai Veer*, 27. A review on in vitro Propagation and Secondary Metabolites Extraction from *Withania somnifera* – An Endangered Exotic Indian herb – *Aditi Arya, Deepanjali Sodha, Shashank Narwal*, 28. Need of IPR in Present Scenario of Globalization – *Lalit Jajpura, Bhupinder Singh and Rajkishore Nayak*, 29. Image Enhancement Spatial Domain Method using MATLAB – *Prinka, Sudesh Nandal*, 30. Electrospinning: A Method For The Production of Nanofibres – *Jai Veer, Sushil Kuma, Harinder Pal*, 31. Bioinformatics: A Tool for Microbial Identification – *Dhiraj Kumar Nanda, Reeti Chaudhary, Dinesh Kumar*, 32. Negative and Positive Biological Effects of Radiations emitted from mobile phone on Human and Emotional Identification during Radiations: A review – *Anupriya Saini*, 33. Implementation of I/O sample rate of ZigBee – *Aarti and Pallavi*, 34. Explorative Survey of Healthcare Data Interchange Standards and Web Services – *Ajeta Nandal, Anupriya*, 35. An Overview of LEON4 Multipurpose Microprocessor – *Anju, Priyanka Anand*, 36. A Literature Review on Digital Filter Design Techniques – *Apurva Gupta and Surender Kumar*, 37. Critical Analysis of Performance Factor of CNC Milling Machine – *Navin Vashishth, Mukesh Gupta*, 38. Soliton Stability: Effect of Initial Chirp – *Rajeev Sharma, Rohit Kumar and Vikram Singh*, 39. Cloud Computing Applied as Search Engine in Agriculture – *Swati Kadian, Sudesh Nandal*, 40. Design Fundamental Building Block For VLSI In QCA – *Sunita Rani, Naresh Tanwar*, 41. Introduction to Cyclic Codes and Applications – *Sunil Kumar*, 42. Study of Protocols of MAC Layer In Wireless Sensor Network – *Deepti Goel, Sonal Beniwal*, 43. A Two Stage Integrated Approach of DNA Cryptography – *Savita Grewal, Neha Nandal, Suman Panghal*, 44. Wireless Sensor Network for Precision Farming: A Novel Approach – *Sangeeta Yadav, Priyanka*, 45. Real Time operating Systems – *Rupam, Rajender Kumar*, 46. A Review of Resource Management In Cloud Computing – *Preeti Rawal, Sunita Rani*, 47. Mars Mission – *Anupriya Jangra, Shweta Dahiya*, 48. Advanced Traffic Control System Using Embedded System – *Ankit, Sudesh Nandal*, 49. On The Diophantine Equation $p_1x + p_2y = z$ – *Sarita, Hari Kishan and Megha Rani*, 50. Performance Analysis of, Reactive, Proactive and Hybrid MANETs Routing Protocols – *Vandana Rani, Sudesh Nandal*, 51. Review on visual cryptography schemes – *Preeti, Sunita Rani*, 52. Distributed Denial of Service Attacks In Mobile Ad-hoc Network – *Bharti, Sonal Beniwal*, 53. Sixth Sense Technology – *Rupam, Sudesh Nandal*, 54. Role of Communication Techniques for Rural and Agriculture Development – *Nisha, Krishan Kumar*, 55. Verichip: A Human Implantable Chip – *Neha Kundu, Garima Sharma*, 56. Greening Wars And Battles By Green Electronics and Green Computing – *Col. JC Mehta (Retd), Nand Kumar*, 57. Security in Cloud Computing – *Sangeeta Devi*, 58. Mining Big Data In Real Time – *Sangeeta Sindhu*

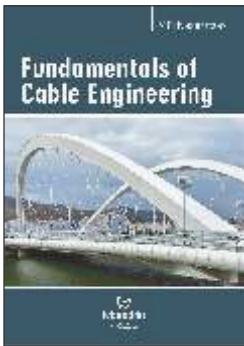


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CLASSIC TEXT

ENGINEERING | Electronics & Electrical Engineering



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412 pg. | 2017 | HB | ₹ 1295

Fundamentals of Cable Engineering

V. Privezemtsev

ABOUT THE BOOK

Cables are everywhere around us, generally hidden from our eyes and at times in open also but Cables whether Electrical or Communication are an essential part of any modern day office, residence, business or any type of facility Right from grounds of our cities to interiors of our walls to the depths of seas they are everywhere and are the lifeline of all types of high-tech or basic instruments or tools be a simple Motor Bike or a Space Shuttle.

Fundamentals of Cable Engineering is a classical and very strong technical treatise on Cable Engineering which will be a good reference and text tool to all Electrical & allied disciple students and academicians.

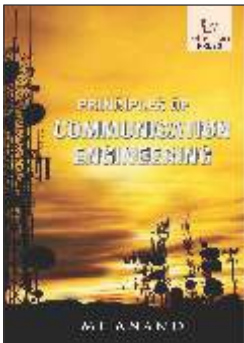
The authors are sure that readers would find it as an easy to use basic tool to understand Fundamentals of Cable Engineering.

CONTENTS

1. Classification and Properties of Main Types of Cables and Wires, 2. Calculation of Electrical Parameters, 3. Calculation of Thermal Parameters, 4. Twisting of Power Cable Cores: Theory and Technology, 5. Insulation of Power Cables: Theory and Technology, 6. Drying and Impregnation of Power Cables: Theory and Technology, 7. Cable Sheaths and Protective Coverings, 8. Plastic- and Rubber-Insulated Cables and Wires, 9. Communication Cables, 10. Enamel- and Fibre-Insulated Magnet Wires, 11. Testing of Cables and Wires, *Index*

RECENT

ENGINEERING | Electronics & Electrical Engineering



ISBN: 9789-38667-7006
700 pg. | 2018 | HB | ₹ 1295

Principles of Communication Engineering

M.L. Anand

ABOUT THE BOOK

The book caters the requirements of students doing B.E, B.Tech, AMIE and other such courses. It is also useful for B.Sc/Polytechnic students. It has several unique features viz, its simple language and crystal clear approach. The presentation of the subject matter is straight forward and comprehensive, adopting a simple user friendly class room lecture style method. The style of the presentation will certainly fascinate the readers. The book is reader friendly thought provoking and stimulating. It will clear cobwebs of the mind. While going through the book, the reader will feel physical presence of the teacher.

Salient features:

- The book is full of problems objective type questions selected from various boards/universities of India and abroad.
- The language is simple that an average student can follow.
- Not a single word used which makes students to consult dictionary
- Unnecessary mathematics and long derivations avoided.
- The S.I. units are used throughout
- Short Question taken from various universities are answered a complete chapter has been devoted.
- At the end of each chapter, objective type questions have been provided.

ABOUT THE AUTHOR

ML Anand is a very well-know expert and author of more than 15 books in the field of Engineering and allied subjects. He has about 50 years experience in different leading Institutions in India. Electronics and Communication subjects are his strong foray.

CONTENTS

1. Basic Concepts and Signal Analysis, 2. Noise, 3. Amplitude Modulation (AM), 4. Various AM (SSB) Techniques, 5. AM Modulators and Transmitters, 6. AM Demodulators and Receivers, 7. Frequency Modulation (FM), 8. FM Modulators and Transmitters, 9. FM Demodulators and Receivers, 10.A Phase Modulation (PM), 10.B More About Transmitters and Receivers, 11. Analog Pulse Modulation, 12.A Digital Pulse Modulation, 13. Antennas, 14. A Monochrome (B & W) Television, 14.B Colour Television, 14.C Cable Television and DTH, 15. Facsimile (FAX), 16. Radar Systems, 17. Telegraphy, 18. Telephony, 19. Satellite Communication, 20. Transmission Lines, Cables & Waveguides, 21. Fibre Optic Communication, 22. Propagation of Radio Waves, 23. Radio Navigation, 24. Consumer Communication, 25. Short Answer Questions



Programming with Python and its applications to physical systems

M. Shubhakanta Singh

ABOUT THE BOOK

This book is an introduction to Python Programming and provides a practical approach to the subject. It is based on the author's vast experience of teaching Computer Programming and Computational Physics to undergraduate and postgraduate students.

The basic concepts of Python are explained in detail and augmented with examples and diagrams to give a thorough understanding of the subject.

The book has been carefully presented so as to be equally attractive and understandable to those new to this language as well as to those without prior knowledge of any programming language.

With an aim to consolidate the understanding of the technique, solved problems, both objective and descriptive, have been included.

The last Chapter explains the application of Python to Natural Sciences. Most of the topics are explained with proper illustrations and related functions/modules are also explained using tables.

ABOUT THE AUTHOR

Dr. M. Shubhakanta completed his M.Sc.(Physics) from Jamia Millia Islamia University in 1996 and Post Graduate Diploma in Computer Application in 2000. From 2000 to 2002 he was in Solid State Physics Laboratory, DRDO. During that time he designed simulation software for MMIC design and Modeling and Electron Beam Lithography. From 2002 to 2007 he worked as a Project Associate at Electrical Engineering Department, Indian Institute of Technology (IIT), Delhi. Since 2008, he is associated with Department of Computer Science and Department of Physics, Manipur University. His expertise in Python is derived from online degree courses completed from Massachusetts Institute of Technology and Rice University, and from teaching M.Sc. and MCA students.



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362 pg. | 2017 | HB | ₹ 895

CONTENTS

1. Introduction, 2. Identifiers and Data Types, 3. Operators and Expressions, 4. Managing Input and Output Operations, 5. Decision Making and Branching, 6. Decision Making and Looping, 7. Functions, 8. List, 9. Dictionaries, 10. Tuples, 11. Files, 12. Computational Physics– Application in Physical Systems, *Appendix I: Objective Type Questions, Appendix II: Descriptive Type Questions, References, Index*

Data Structure Using C Theory and Program

Ahmad Talha Siddiqui, Shueb Ahad Siddiqui

ABOUT THE BOOK

The study of Data Structure is fundamental to computer science and its applications. While developing a program or an application, many programmers find themselves more interested in the type of algorithm used rather than the type of data structure implemented. The book explores concepts and consider how those concepts are useful in problem solving. It explains how to use C language on Ubuntu platform for programming and how to develop the program.

Equal emphasis is placed on both the theoretical and the practical concepts, so that the student learns about the concept itself, its implementation and its applications. The languages used in this book is easy. C is well suited to teach a course since it contains the control structure necessary to make programs readable and allows basic data structure such as Stack, Queue, Linked List, Tree, Graph and Sorting to be implemented in a variety of ways. C is also widespread on many different platform and it continues to grow in popularity. Each data structure has its own unique properties and its various kind of application.

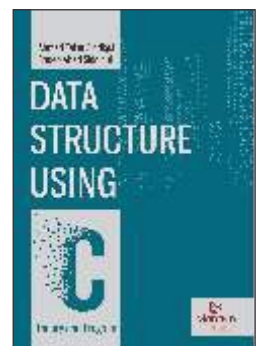
Most of the concepts in this book is illustrated by diagrams. Some of these diagrams are important topics in their own way. The instructor is free to cover as many as few of these diagrams as he/she wishes. All the programs in this book have been tested on Ubuntu platform.

The course data structure is typically taught in the 2nd and 3rd semester students in various universities and colleges. The aim of this course is to help students master the design and application of various data structure and use them in effective programs.

ABOUT THE AUTHORS

Ahmad Talha Siddiqui is an Assistant Professor in the Department of Computer Science & Information Technology in Maulana Azad National Urdu University, Gachibowli, Hyderabad. His area of interest includes Data Structure, Algorithm, Data Mining, Big Data.

Shueb Ahad Siddiqui is a Sr. Instructor in the Department of Computer Science & Engineering in Integral University, Lucknow. His area of interest includes Data Structure, Algorithm and AI.



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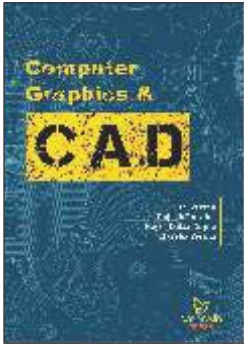
CONTENTS

1. Introduction to Data Structure, 2. Introduction to Array, 3. Linked List, 4. Stack, 5. Queue, 6. Tree, 7. Graph, 8. Searching and Sorting, 9. Hashing Techniques



BESTSELLER

ENGINEERING | Computer Science & IT



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398 pg. | 2016 | HB | ₹ 995

Computer Graphics & CAD

C.S. Verma | Rajesh Purohit | Koyel Datta Gupta | Harsha Verma

ABOUT THE BOOK

Welcome all UG and PG students of Engineering, MCA, BCA and science programs to the big book designed to be as comprehensive and as accessible as is possible for a single book on Computer Graphic and CAD. It is also designed to cover all the syllabus of Computer Graphics as well as Computer Aided Design (CAD) subject available separately in any semester of Institutes or Universities. Nearly everything is in here, ready for you to use. You will find coverage of every topic of the subject with at least one solved example showing how it works. We will discuss not only all the topics, but also cover all principle and modeling procedures adopted in Industries and Research Institutes for generation of composite curves, surfaces and objects with solved examples (as far as we know, no other single book can make that claim).

That is just part of the story of course—we will put basics of Computer Graphics and CAD to work in depth, pushing the envelope as far as it can go. In the first chapter, hardware and software of computer system required in Computer Graphics and CAD has been discussed. Software and algorithms for simple objects (such as point, line, circle and ellipse) generation and its reduction useful in Computer

Graphics and CAD has been discussed in the second chapter. Then geometric transformation of 2D and 3D objects has been discussed in third chapter. Fourth chapter deals with representation methods of curves and surfaces required for geometric modeling of curves, composite curves using different fitting techniques and surfaces and its composites patches discussed in fifth, sixth and seventh chapters respectively. Eighth chapter deals with solid modeling and animation. Finally, ninth chapter deals with Finite Element Analysis required for numerical method that can be used for the accurate solution of complex engineering problem in CAD/CAM. Finite Element Analysis is considered to be one of the best methods for solving wide variety of practical problems efficiently.

ABOUT THE AUTHORS

Dr. Chandra Shekhar Verma has more than ten years Teaching and Research experience in DTU, MIT and NSIT Govt. of NCT Delhi. He also has vast administrative experience in AICTE, New Delhi. He is a Ph.D from IIT Delhi. His research area is natural composite materials, geometric modeling in CAD/CAM and sustainable energy development. He has published many papers in peer reviewed International Journals and Conferences.

Dr. Rajesh Purohit is Associate Professor in Mechanical Engineering Department, MANIT Bhopal (MP), India. He has done his M. Tech. and Ph.D from IIT Delhi. He has published more than 110 research papers in referred Journal and Conferences. His name has been included in Top 100 Engineers of year 2013 and in the list of 2000 outstanding Intellectuals of the 21st Century 2010 by International Biography Centre (IBC), Cambridge, England. Also his biography has been included in the 2009 and 2010 Edition of Marquis Who's Who in the World. His research interests are Design and Manufacturing of Composite Materials and Nano Composites, Finite Element Analysis, CAD/CAM, Modeling & Simulation, Rapid Prototyping, Nanotechnology etc.

Dr. Koyel Datta Gupta is a Gold Medalist in M. Tech. (Computer Technology, 2007) Jadavpur University, Kolkata. Presently, she is a Reader in Maharaja Surajmal Institute of Technology, New Delhi. Her research interests include Computer Graphics, Data Communication & Networking and Mobile Computing.

Ms Harsha Verma is M.Tech (Computer Science and Engineering), JNTU, Hyderabad. She has more than 5 year teaching experience in Institutions under Delhi University and I.P. University, Delhi.

CONTENTS

1. Computer Graphics and CAD, **2.** Principal of Computer Graphics and Object Modelling, **3.** 3D Object Representation and Viewing, **4.** Curve and Surface, **5.** Geometric Modelling for of Curves, **6.** Composite Curve Fitting: Geometric Modelling, **7.** Surface Modelling and Surface Fitting, **8.** Solid Modelling and Animation, **9.** Finite Element Analysis, *Index*



Stochastics, Control & Robotics

Harish Parthasarathy

ABOUT THE BOOK

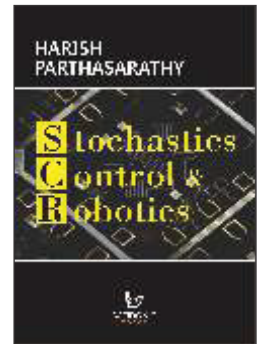
This book discusses various problems in stochastic Processes, Control Theory, Electromagnetics, Classical and Quantum Field Theory & Quantum Stochastics. The problems are chosen to motivate the interested reader to learn more about these subjects from other standard sources. Stochastic Process theory is applied to the study of differential equations of mechanics subject to external noise. Some issues in general relativity like Geodesic motion, field theory in curved space time etc. are discussed via isolated problems. The more recent quantum stochastic process theory as formulated by R.L. Hudson and K. R. Parthasarathy is discussed. This provides a non commutative operator theoretic version of stochastic process theory. V.P. Belavkin's approach to quantum filtering based on non demolition measurements and Hudson Parthasarathy calculus has been discussed in detail. Quantum versions of the simple exclusion model in Markov process theory have been included. 3D Robots carrying a current density interacting with an external Klein-Gordon or Electromagnetic field has been given some attention. The readers will after going through this book, be ready to carry out independent research in classical and quantum field theory and stochastic processes as applied to practical problems.

ABOUT THE AUTHOR

Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Phd degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variety of topics in mathematical physics, signal processing and antenna theory.

CONTENTS

1. Classical Robotics and Quantum Stochastics, 2. Electromagnetism and Related Partial Differential Equation, 3. Radon and Group Theoretic Transforms with Robotics Applications, 4. Stochastic Filtering and Control, Interacting Particles, 5. Classical and Quantum Robotics, 6. Large Deviations, Classical and Quantum General Relativity with GPS Application, 7. Quantum Signal Processing



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490 pg. | 2017 | HB | ₹ 1895

Electromagnetics, Control & Robotics A Problems & Solutions Approach

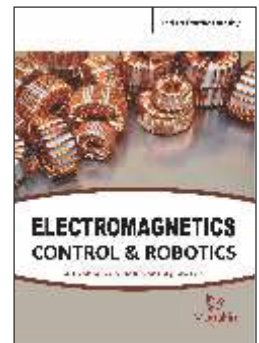
Harish Parthasarathy

ABOUT THE BOOK

This book is a research monograph covering a variety of problems in (a) statistical state and parameter estimation in nonlinear stochastic dynamical system in both the classical and quantum scenarios, propagation of electromagnetic waves in a plasma described by the Boltzmann Kinetic transport equation, classical and quantum general relativity etc. It will be of use to Engineering undergraduate students interested in analysing the motion of robotic subject to random perturbation and also to research scientists working in quantum filtering and study problems of inhomogeneous perturbation to in a homogenous and isotropic universal leading to the formation of galaxies in an expanding universe.

ABOUT THE AUTHOR

Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Phd degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variety of topics in mathematical physics, signal processing and antenna theory.

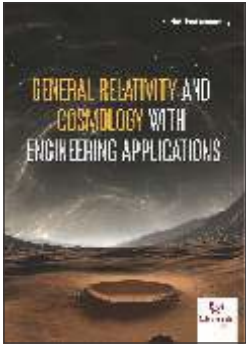


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RECENT

ENGINEERING | Mathematics



ISBN: 9789-38667-7556
659 pg. | 2018 | PB | ₹ 2895

General Relativity and Cosmology with Engineering Applications

Harish Parthasarathy

ABOUT THE BOOK

About the book: This is a textbook and a reference book for researchers working in the field of general relativity, quantum mechanics and quantum gravity. A major part of the book deals with the formulation of special relativistic mechanics, special relativistic fluid dynamics and its generalization to general relativity where the gravitational field is described by a metric tensor. Emphasis is laid on the fact that the general theory of relativity is of tensorial character under all diffeomorphisms of space-time and hence its field equations, namely the Einstein field equations for gravitation, the Maxwell equations in a curved space-time geometry and the fluid dynamical equations in curved space-time are all valid for all observers in the universe. Perturbation theoretic techniques for solving the hydrodynamical equations in curved space-time are discussed. Plasma physics in general relativity is discussed and further, the interaction of the gravitational field with a photon bath modeled using the Hudson-Parthasarathy quantum stochastic calculus is also discussed. Waveguides in a gravitational field

are also considered. The emphasis throughout is on the fact that matter generates a gravitational field described by a metric that has a non-vanishing curvature tensor and hence such space-times are inherently curved, i.e., cannot be transformed into Minkowskian form. There is a final section on quantum mechanics and quantum field theory which introduces supersymmetry and quantum gravity to the reader. The reader after going through this book will be sufficiently well equipped to start research in quantum gravity, i.e., background independent physics which is as yet an unsolved problem owing to renormalization problems.

ABOUT THE AUTHOR

Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Phd degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astrophysics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing, Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variety of topics in mathematical physics, signal processing and antenna theory.

CONTENTS

Preface, **Part I:** The special and general theories of relativity with applications, **Part II:** Some basic problems in electromagnetics related to general relativity, **Part III:** Basic problems in algebra, geometry and differential equations, **Part IV:** Quantum mechanics, Appendices, *References*



Special Theory of Relativity and Relativistic Electromagnetism (2nd Edition)

Raj K. Tyagi

ABOUT THE BOOK

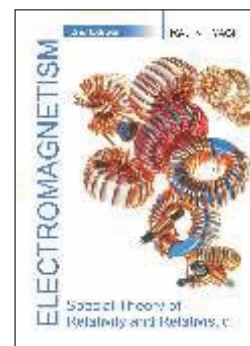
Special Theory of Relativity and Relativistic Electromagnetism is designed to be compact and suitable for students of physics and engineering. The book has been carefully written to cater to the precise requirements of the modern students as it provides both theoretical knowledge and an understanding of the relevant practical applications.

Aimed at providing each student and teacher with a thorough understanding of the fundamental principles of the special theory of relativity, the book is presented in an enthusiastic, easy to understand, and comprehensive format. The text and explanations in the book are further supplemented by fully worked out examples and questions of previous years of NET/GATE. In addition, a chapter on Relativistic Electromagnetism and the basic idea of tensors have been added to make the book the complete repository of the subject for students.

ABOUT THE AUTHOR

Dr. Raj K. Tyagi is an Associate Professor in the Department of Physics at HNB Government Postgraduate College, in Khatima, US Nagar, Uttarakhand. He is a holder of multiple degrees including an M.Sc. (Physics) and a PhD from Meerut University, Meerut.

While drawing from almost two decades of teaching experience in the fields of Special Relativity, Electronics, and Quantum Mechanics, Dr Tyagi has also been a Junior Research Fellow at National Physical Laboratory, New Delhi. He is also credited with developing the electronics and optics laboratory in collaboration with Prof. AK Ghatak from IIT-Delhi. Dr Tyagi's academic focus lies in the subject of semiconductor HEMT devices, porous silicon, and optical fibres.



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204 pg. | 2017 | HB | ₹ 895

CONTENTS

Poetic Chemistry of a Physicist, **1.** Galilean Transformations and Michelson-Morley Experiment, **2.** Lorentz Transformations and Their Consequences, **3.** Relativistic Kinematics, **4.** Four Vector Analysis, **5.** Relativistic Electromagnetism, **6.** Elementary Tensor Analysis, *Appendices, Appendix, A: Vector Identities, Appendix, B: Electromagnetic Field Equations, Appendix, C: Physical Constants, Objective Type Questions, Suggested Readings, Index*

Physics | Education | Alternative Frameworks | Science Education | Force and Motion | Friction Force | Mechanics | Optics | Energy | Power and Electrical Components

Physics Education The Alternative Frameworks

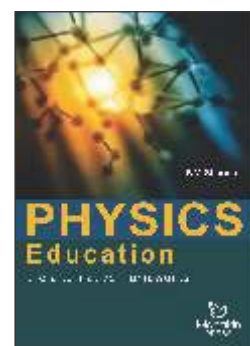
S.V. Sharma

ABOUT THE BOOK

A lot of research studies have been conducted to investigate "How Students Learn Physics". Numerous studies on this subject focus on what may be called as 'preconceptions' and 'misconceptions'. Pre-concepts are everyday experiences, common sense theories, array of explanations, beliefs or present status of knowledge by means of which the learners' make their own sense of environment they observe and experience. These have also been referred as alternative frameworks. When learners hold views which differ from conventional scientific explanations or classifications they are often referred to as alternative frameworks. When physics is taught as formal subject without referring to learners' preconceived notions and ideas, they consider it as an imposition of authority. As a result there is a mental conflict which probably resulted in form of the sources of alternative frameworks. During the last thirty years physics educators have devoted their attention to know how do the students construct their knowledge pertaining to any physical phenomena. Keeping above in view, research studies related with understanding the concepts of force, frictional force, mechanics and optics at different Levels" were under taken. Accordingly, different groups of learners were examined by administering questionnaires followed by practical activities and personal interviews sessions. Diagnostic structured and individual interview was conducted to supplement the written test and to reveal the rationale behind giving particular answer to a question.

ABOUT THE AUTHOR

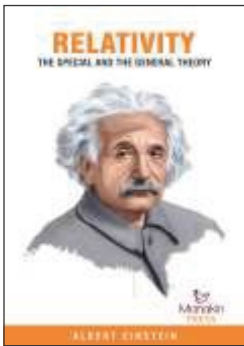
S.V. Sharma obtained his M.Sc. degree from Agra University, M.Phil. degree from Aligarh Muslim University and D.Phil. degree from Allahabad University. He is a life member of The Indian Association of Physics Teachers (IAPT) and The Indian Science Congress Association (ISCA). He is member of Editorial board of American Journal of Physics & Applications, Editorial board of Science Journal of Education (USA), Editorial board of online International Journal of Educational Research, Editorial board of Bulletin of Pure & Applied Sciences (Physics), Editorial board of Journal for Advanced Research in Applied Sciences, Editorial board of SS International Journal of Multidisciplinary Research and Shaikshik Manthan. He has eighteen years of Teaching and twenty eight years of Research experience. During his Teaching/Research, he worked at Aligarh Muslim University, Aligarh, Indian Institute of Technology, Kanpur, Allahabad University, Allahabad and National Physical Laboratory, New Delhi and Hindustan College of Science and Technology/AEC, Agra. He has authored two books on Engineering Physics and two books on High Temperature Oxide Superconductors. He is an Associate Professor of Physics at the Regional Institute of Education, NCERT, Ajmer (Rajasthan) India. His research interests are Experimental Condensed Matter Physics and Physics Education.



ISBN: 9789-38437-0022
280 pg. | 2017 | HB | ₹ 895



PHYSICS



ISBN: 9789-38622-1339
178 pg. | 2018 | HB | ₹ 595

Relativity

The Special and The General Theory

Albert Einstein

ABOUT THE BOOK

World-renowned theoretical physicist Albert Einstein was highly interested in enlightening the theory of Relativity to people who were not particularly well-versed in higher mathematic concepts and theoretical physics. His answer to this was to write the ground-breaking work, "Relativity: The Special and General Theory." In the paper, Einstein lays out two contradictory principles: a principle of relativity and a principle of light. Einstein proposed that, rather than discarding these two principles for being conflicting, the rules of time and space should be completely revamped and rethought in order to find a way to make these two principles work in synchronization. Rather than just explaining his new proposal, though, Einstein writes exactly why these rules need to be altered by explaining the inaccuracies and inadequacies located within each of the current theories. Albert Einstein is best known for his work on the theory of Relativity, gaining him the title of "Father of Modern Physics." He also received the 1921 Nobel Prize in Physics, and his work is attributed as an inspiration for the quantum theory within the field of physics.

ABOUT THE AUTHOR

Albert Einstein (14 March 1879 – 18 April 1955) was a German-born theoretical physicist. He developed the general theory of relativity, one of the two pillars of modern physics (alongside quantum mechanics). Einstein's work is also known for its influence on the philosophy of science. Einstein is best known in popular culture for his 2 mass-energy equivalence formula $E=mc^2$ (which has been dubbed "the world's most famous equation"). He received the 1921 Nobel Prize in Physics "for his services to Theoretical Physics, and especially for his discovery of the law of the photoelectric effect", a pivotal step in the evolution of quantum theory.

Beginning of his career, Einstein thought that Newtonian mechanics was no longer enough to reconcile the laws of classical mechanics with the laws of the electromagnetic field. This led him to develop his special theory of relativity. He realized, however, that the principle of relativity could also be extended to gravitational fields, and with his subsequent theory of gravitation in 1916, he published a paper on general relativity. He continued to deal with problems of statistical mechanics and quantum theory, which led to his explanations of particle theory and the motion of molecules. He also investigated the thermal properties of light which laid the foundation of the photon theory of light. In 1917, Einstein applied the general theory of relativity to model the large-scale structure of the universe.

CONTENTS

PART I THE SPECIAL THEORY OF RELATIVITY, 1. Physical Meaning of Geometrical Propositions, 2. The System of Co-ordinates, 3. Space and Time in Classical Mechanics, 4. The Galileian System of Co-ordinates, 5. The Principle of Relativity (In the Restricted Sense), 6. The Theorem of the Addition of Velocities Employed in Classical Mechanics, 7. The Apparent Incompatibility of the Law of Propagation of Light with the Principle of Relativity, 8. On the Idea of Time in Physics, 9. The Relativity of Simultaneity, 10. On the Relativity of the Conception of Distance, 11. The Lorentz Transformation, 12. The Behaviour of Measuring-Rods and Clocks in Motion, 13. Theorem of the Addition of Velocities. The Experiment of Fizeau, 14. The Heuristic Value of the Theory of Relativity, 15. General Results of the Theory, 16. Experience and the Special Theory of Relativity, 17. Minkowski's Four-Dimensional Space, **PART II THE GENERAL THEORY OF RELATIVITY**, 18. Special and General Principle of Relativity, 19. The Gravitational Field, 20. The Equality of Inertial and Gravitational Mass as an Argument for the General Postulate of Relativity, 21. In What Respects Are the Foundations of Classical Mechanics and of the Special Theory of Relativity Unsatisfactory?, 22. A Few Inferences from the General Principle of Relativity, 23. Behaviour of Clocks and Measuring-Rods on a Rotating Body of Reference, 24. Euclidean and Non-Euclidean Continuum, 25. Gaussian Co-ordinates, 26. The Space-Time Continuum of the Special Theory of Relativity Considered as a Euclidean Continuum, 27. The Space-Time Continuum of the General Theory of Relativity Is Not a Euclidean Continuum, 28. Exact Formulation of the General Principle of Relativity, 29. The Solution of the Problem of Gravitation on the Basis of the General Principle of Relativity, **PART III CONSIDERATIONS ON THE UNIVERSE AS A WHOLE**, 30. Cosmological Difficulties of Newton's Theory, 31. The Possibility of a "Finite" and Yet "Unbounded" Universe, 32. The Structure of Space According to the General Theory of Relativity, **APPENDIXES** 1. Simple Derivation of the Lorentz Transformation, 2. Minkowski's Four-Dimensional Space ("World"), 3. The Experimental Confirmation of the General Theory of Relativity Commentary by Robert Geroch • Preface • The Principle of Relativity • The Propagation of Light • Relativity and Intuition • Length • The Conversion of Energy to Mass • Space-Time • Inertial and Gravitational Mass • The Rotating Disk • Space-Time and General Relativity • Special Relativity and General Relativity, Cosmology • The Cultural Legacy of Relativity Theory by David C. Cassidy • Bibliography • Index



Introduction to Plasma Physics

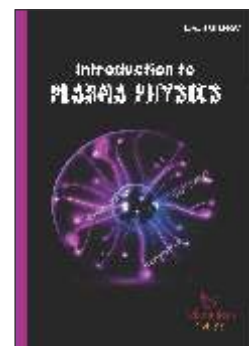
B.M. Smirnov

ABOUT THE BOOK

The book aims at providing a concise yet general description of the physics of weakly ionized plasma so that a budding engineer or chemist can obtain a general understanding of the phenomena occurring in the plasma of a laboratory setting.

The book extensively employs various evaluative techniques, which show the dependence of the result on the parameters of the problem and give its value within order of magnitude. Moreover, for some functions only their limiting values are determined or simple assumptions are made to find these functions. These methods yield a correct qualitative picture of the subject and considerably simplify the discussion. However, the simplicity of discussion is essentially thought-provoking and creates a profound understanding of the subject.

Presentation provided in this book gives engineering students the fundamentals of the plasma physics, which will be needed when working with plasma-containing systems.



ISBN: 9789-38622-1759
176 pg. | 2018 | PB | ₹ 495

CONTENTS

1. Plasma in Nature and in Laboratory Systems, **2.** Statistics of Weakly Ionized Gas, **3.** The Ideal Plasma, **4.** Elementary Process in Plasma, **5.** Formation and Decomposition of Charged Particles in Weakly Ionized Gas, **6.** Physical Kinetics of Gas and Plasma, **7.** Transport Phenomena in Weakly Ionized Gas, **8.** Transport of Charged Particles in Weakly Ionized Gas, **9.** Plasma in External Fields, **10.** Wave in a Plasma, **11.** Radiation in Gas, Plasma of the Upper Atmosphere, *Appendices, Bibliography*

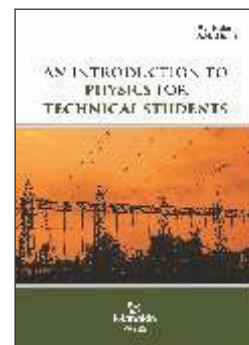
Physics

An Introduction to Physics for Technical Students

P.J. Haler | A.H. Stuart

ABOUT THE BOOK

No policy could have a more sinister influence on progress or place such a final limit on the student's actual usefulness in his vocation. If any of the great discoveries or inventions which have revolutionised civilisation be examined and tracked back to its source, we invariably find a man working in some apparently quite useless field of research, with no object in view other than the acquisition of knowledge. Utility never enters his head, for the stage of the work engaging his immediate attention is such that no living man is in a position to say what is "useful" and what is not. The useless of to-day may be of paramount importance to-morrow. When Volta in 1800 made his voltaic pile and obtained a feeble current of electricity, and Oersted in 1820 discovered the action of a current on a magnet; when Davy in 1821 demonstrated the power of a current to magnetise steel, and Faraday in 1831 showed that a current in one circuit could induce a current in another circuit, no one could foretell that these discoveries would lead to the production of a dynamo which, when rotated at Chelsea, could propel an electric train at Hampstead. The contemporaries of the pioneers just mentioned may have said to them: "This is all very interesting, but what is the use of it?" If they had answered: - "In less than a century these principles will enable a man in London to speak to a man in Paris," they would have been laughed at. Again, we may note that great discoveries and inventions have seldom if ever been made by one man.



ISBN: 9789-38667-7372
248 pg. | 2018 | HB | ₹ 495

CONTENTS

Section I. The Properties of Matter, 1. Units of Measurement, **2.** Properties of Solids, **3.** Properties of Liquids, **4.** Properties of Gases, **Section II. Periodic Motion, 5.** Simple Harmonic Motion, **Section III. Sound, 6.** Vibration and the Musical Scale, **7.** Harmonics and Resonance, **8.** Vibration of Reeds and Gas Columns, **Section IV. Light, 9.** Photometry, **10.** Reflection, **11.** Refraction, **12.** Images, **Section V. Heat, 13.** Thermometry, **14.** Expansion of Matter by Heat, **15.** Specific Heat, **16.** Latent Heat, **17.** Conduction, Convection, and Radiation, **18.** The Conservation of Energy

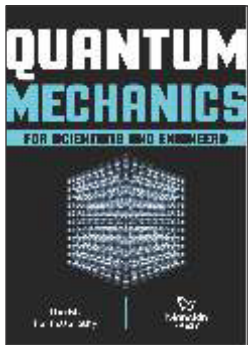


BY THE SAME AUTHOR

Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Phd degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variety of topics in mathematical physics, signal processing and antenna theory.

RECENT

PHYSICS



Quantum Mechanics for Scientists and Engineers

Harish Parthasarathy

ABOUT THE BOOK

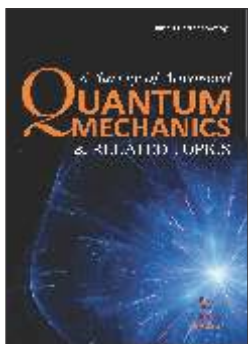
This book covers the entire span of quantum mechanics whose developments have taken place during the early part of the twentieth century upto the present day. We start with the Rutherford-Bohr model of the atom followed by Schrodinger's wave mechanics with its application to the solution of calculating the energy spectrum of a particle in a box, the harmonic oscillator and finally the hydrogen atom. Heisenberg's matrix mechanics and its duality with Schrodinger's wave mechanics, quantum mechanics in the interaction picture. Dirac's relativistic theory of the electron exhibiting the spin of the electron as a relativistic effect when it interacts with an external electromagnetic field. Feynman's path integral approach to non-relativistic quantum mechanics with is a marvellous intuitive interpretation as a sum over paths and how classical mechanics is obtained from its limit as Planck's constant tends to zero, methods for computing the spectra of the Dirac Hamiltonian in a radial potential, quantum field theory as developed by Feynman, Schwinger, Tomonaga and Dyson for describing the interaction between electrons, positrons, and photons via propagators using both the operator theoretic expansions and Feynman's path integral. We also introduce time independent and time dependent perturbation theory in

quantum mechanics with applications to quantum gate design for quantum computers forming a major part of the research conducted by the author's research group, Quantum noise introduced into the Schrodinger and Dirac's equation based on the Hudson-Parthasarathy quantum stochastic calculus in Boson Fock space, scattering theory and wave operators with applications to quantum gate design, some aspects of second quantization like the interpretation of Boson Fock space in terms of harmonic oscillator algebras and the BCS theory of superconductivity, Wigner-Mackey-Frobenius theory of induced representations of a group with applications to Wigner's theory of particle classification, Dirac's equation in a gravitational field and Yang-Mills non-Abelian gauge theories with application to the construction of unified quantum field theories and finally, the more recent theory of super-symmetry which is a Boson-Fermion unification theory. We have discussed the statistics of Boson's, Fermions and Maxwell-Boltzmann based on entropy maximization. The book is written in problem-solution format and it would be of use to physicists and engineers interested respectively in developing unified field theories and in the design of quantum gates.

Quantum Physics | Quantum Computation | Quantum Optics | Relativistic Quantum Field Theory | Linear Algebra | Functional Analysis & Operator Theory | Quantum Robotics | Quantum Filtering

RECENT

PHYSICS



A Survey of Advanced Quantum Mechanics & Related Topics

Harish Parthasarathy

ABOUT THE BOOK

This book is a collection of problems & solutions on topics related to Quantum Robotics, Quantum Gravity, Quantum Statistics, Quantum Stochastic & Quantum Field Theory applied to Non-Abelian Yang-Mill Fields. Specific topics in Quantum Information, General Relativity and Cosmology like Galactic Evolution, Relativistic Fluid Dynamics, Stellar Structure, Stochastic Models leading to fluid dynamic equation, etc. are also studied. The aim is to present these topics in a form that is easily accessible to a practising engineers so that they can take up a specific problem and simulate it in the form of non-linear dynamical system. The practising physicists can use this book for simulating the Non-Abelian Gauge fields interacting with gravitation and hence develop a unified field theory describing all kinds of interactions including gravitation electromagnetic forces, weak and strong interaction.

ISBN: 9789-38437-0701
450 pg. | 2018 | HB | ₹ 1495



Key Problems of Physics and Astrophysics

VL Ginzburg

ABOUT THE BOOK

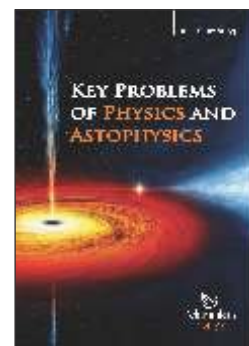
All came to the decision to write this book having in mind that there was so much interesting in various areas of physics and astrophysics and yet many budding physicists and students were not aware of this and could hardly find out for themselves. So I decided to do something constructive in this way, to describe briefly some urgent problems of physics and astrophysics.

The book provides a model of how non-theorists can judge what realms of theory may be illuminated by work in a new range of photon and particle energy, how new technologies may be used to good effect.

The book has three sections dealing with Macrophysics, Microphysics and Astrophysics and in the end is full of references for each of the fields.

ABOUT THE AUTHOR

V.L. Ginzburg is a generalist whose encyclopaedic reading and depth permit coverage of a variety of such novel, specialized material. He uses order-of-magnitude (nearly dimensional) formulas, sufficient to provide quantitative estimates. He appreciates the experimenter's contribution.



ISBN: 9789-38667-7136
174 pg. | 2018 | PB | ₹ 595

CONTENTS

1. Macrophysics, 2. Microphysics, 3. Astrophysics

Elementary Principles in Statistical Mechanics

J. Willard Gibbs

ABOUT THE BOOK

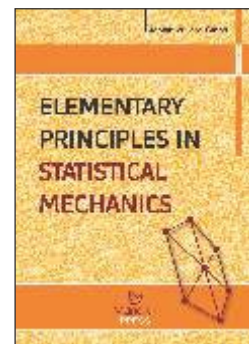
In this book, Gibbs carefully showed how the laws of thermodynamics would arise exactly from a generic classical mechanical system, if one allowed for a certain natural uncertainty about the state of that system.

The themes of thermodynamic connections to statistical mechanics had been explored in the preceding decades with Clausius, Maxwell, and Boltzmann together writing thousands of pages on this topic. One of Gibbs' aims in writing the book was to distill these results into a cohesive and simple picture (Gibbs wrote in 1892 to his colleague Lord Rayleigh, "Just now I am trying to get ready for publication something on thermodynamics from the priori point of view, or rather on 'statistical mechanics'. I do not know that I shall have anything particularly new in substance, but shall be contented if I can so choose my standpoint (as seems to me possible) as to get a simpler view of the subject."). He had been working on this topic for some time, at least as early as 1884 when he produced a paper (now lost except for its abstract) on the topic of statistical mechanics.

Gibbs' book simplified statistical mechanics into a treatise of 207 pages. At the same time, Gibbs fully generalized and expanded statistical mechanics into the form in which it is known today. Gibbs showed how statistical mechanics could be used even to extend thermodynamics beyond classical thermodynamics, to systems of any number of degrees of freedom (including microscopic systems) and non-extensive systems.

At the time of the book's writing, the prevailing understanding of nature was purely in classical terms as quantum mechanics had not yet been conceived; even basic facts taken for granted today (such as the existence of atoms) were still contested among scientists.

Gibbs was careful in assuming the least about the nature of physical systems under study, and as a result the principles of statistical mechanics laid down by Gibbs have retained their accuracy (with some changes in detail but not in theme), in spite of the major upheavals of modern physics during the early 20th & 21st Century.



ISBN: 9789-38667-7143
273 pg. | 2018 | PB | ₹ 595

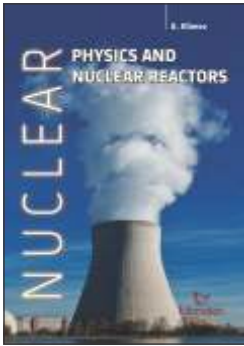
CONTENTS

1. General Notions. The Principle of Conservation of Extension-in-phase, 2. Application of The Principle of Conservation of Extension-in-phase To The Theory of Errors, 3. Application of The Principle of Conservation of Extension-in-phase to The Integration of The Differential Equations of Motion, 4. On The Distribution-inphase Called Canonical, In Which The Index of Probability is A Linear Function of The Energy, 5. Average Values in A Canonical Ensemble of Systems, 6. Extension-in-configuration and Extension-in-velocity, 7. Farther Discussion of Averages in A Canonical Ensemble of Systems, 8. On Certain Important Functions of The Energies of A System, 9. The Function and The Canonical Distribution, 10. On A Distribution in Phase Called Microcanonical in Which All The Systems Have The Same Energy, 11. Maximum and Minimum Properties of Various Distributions in Phase, 12. On The Motion of Systems and Ensembles of Systems Through Long Periods of Time, 13. Effect of Various Processes on An Ensemble of Systems, 14. Discussion of Thermodynamic Analogies, 15. Systems Composed of Molecules.



RECENT

PHYSICS



ISBN: 9789-38622-1865
418 pg. | 2018 | PB | ₹ 895

Nuclear Physics and Nuclear Reactors

A. Klimov

ABOUT THE BOOK

The book covers different aspects of nuclear physics. In chapters 1 to 4 basics of nuclear physics and interactions of elementary particles are considered. Topics covered are atomic structure, elementary particles (Chapter 1), properties of nucleus and nuclear particles (Chapter 2), nuclear transformations (Chapter 3) and interactions (Chapter 4). Chapter 5 talks about moderation of neutrons and thus sets stage for the chapters on nuclear reactors (Chapters 6, 7 & 9). The book also talk about shielding against radiation and dosimetry (Chapter 8). The reactors covered are water cooled graphite moderated, Graphite Gas-Cooled Reactors, Heavy-Water Reactors, Light-Water Reactors, Fast Reactors.

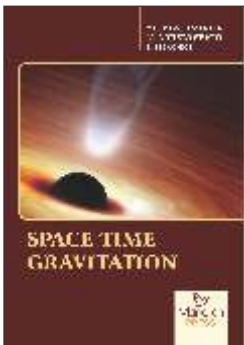
CONTENTS

1. Atomic Structure and Elementary Particles, 2. Physical Properties of Atomic Nuclei, 3. Nuclear Transformations, 4. Interaction of Moving Particles With Matter, 5. Moderation and Diffusion of Neutrons, 6. Nuclear Reactor, 7. Physical Processes In Actual Reactors, 8. Materials Biological Shielding, 9. Reactors of Atomic Power Plants

Physics | Astronomy | Theory of Computation | Relativity

RECENT

PHYSICS



ISBN: 9789-38622-1810
220 pg. | 2018 | PB | ₹ 595

Space Time Gravitation

YU. Vladimirov | N. Mitskievich | J. Horsky

ABOUT THE BOOK

There is a wide variety of literature on the subjects of space, time and gravitation, or on general relativity, as Einstein put it (though Einstein's terminology has recently been criticised). However, this book will still find its own place. This book will explain the basics of modern gravitation theory in very simple terms, so as to bring it home to a layman. Usually a book like this is addressed to a reader with a minimum amount of training in physics and mathematics, and the text would contain few or no formulae. It included a considerable number of formulae but, none the less, it can be said to be for the general reader. Indeed, the notions of derivative and integral have long been taught at school, and the mathematics in this book does not go much beyond this level. Hence, this book should in fact be comprehensible to a reader. Although the book is comparatively small, the authors have been quite scrupulous in bringing to the reader's attention the major points of the modern theory of gravitation and many of these points have been ingeniously presented.

CONTENTS

1. The Evolution of the Space and Time as Concepts. The Main Steps Towards, 2. A Review of the Basic Results of Modern Relativity Theory, 3. Modern Problems in the Theory of Gravitation. The Prospects for the Study of Space and Time



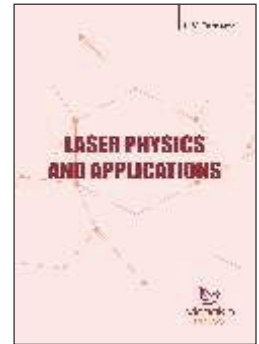
Laser Physics and Applications

L.V. Tarasov

ABOUT THE BOOK

First lasers made in 1960 paved the way for the vehement development of laser technology. Today, lasers and laser systems find wide use in many fields of science and engineering. They are employed in communications systems, computers, navigation equipment, measuring instruments, and in complicated technological processes. Biology, medicine, and various chemical and physical

investigations utilize lasers to advantage. Wide use of lasers in science and technology is due to the specific properties of laser radiation. The laser is a generator of coherent light. Unlike other sources of light, such as incandescent lamps or arc lamps, the laser produces radiation with a highly regular light field, outstanding in its high coherence, monochromaticity and directivity



ISBN: 9789-38667-7082
196 pg. | 2018 | PB | ₹ 495

CONTENTS

1. Basic Laser Principles, **2.** Types of Lasers, **3.** Control of The Laser Output, **4.** Applications of Lasers

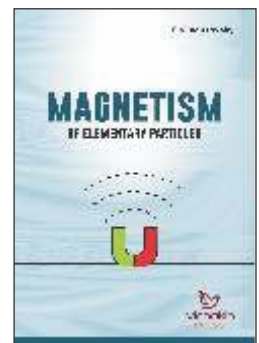
Physics | Quantummechanics | Quarks | Magnetism | Atoms | Electrons | Spin | Dirac | Zeeman Effect | Magnetron
Magnetic Moment | Nuclear Moments | Magnetic Monopole | Quantum Electrodynamics

Magnetism of Elementary Particles

S.V. Vonsovsky

ABOUT THE BOOK

The book contains a fairly detailed though, ofcourse, incomplete reference list, which may help to satisfy the reader who wishes to investigate anyone question in its entirety. The book opens with a review of the well-known aspects of magnetism of the elementary particle that was discovered first, the electron (Chapter 1). This is followed by a brief summary of data concerning the magnetic properties of atomic electron shells (Chapter 2). Chapter 3 is devoted to the magnetic properties of atomic nuclei and their constituent nucleons-the proton and the neutron. It also contains a description of the most important experimental techniques of determining the magnetic moments of nuclei and nucleons (detailed tables of measured magnetic moments are given in the Appendix at the end of the book). Chapter 4 deals with the problem of the anomalous magnetic moment of an elementary particle and with the relation of this problem to the quarks hypothesis. Chapter 5 offers a fairly detailed description of the situation arising from the Dirac hypothesis concerning the magnetic monopole. Finally, Chapter 6 gives a very brief presentation of non-linear magnetic effects in strong fields.



ISBN: 9789-38622-1971
300 pg. | 2018 | PB | ₹ 695

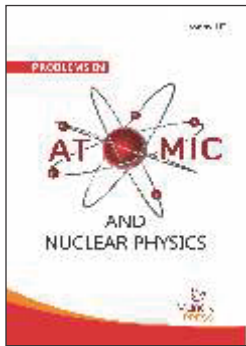
CONTENTS

1. Spin Magnetic Moment of the Electron, **2.** Magnetism of the Atomic Electron Shell, **3.** Magnetism of Nucleons (Protons and Neutrons) and Atomic Nuclei, **4.** Anomalous Magnetic Moments of Elementary Particles, **5.** The Magnetic Monopole, **6.** Non-Linear Quantum-Electrodynamic Effects in a Magnetic Field



RECENT

PHYSICS



ISBN: 9789-38622-1858
263 pg. | 2018 | PB | ₹ 695

Problems in Atomic and Nuclear Physics

Irodov I.E.

ABOUT THE BOOK

This book is intended primarily for students taking general courses in atomic and nuclear physics. It contains, however, a sufficiently large number of problems lying beyond the general course to make it also useful in the study of some special courses.

The volume contains over 1000 problems. The solutions of the most complicated of them are provided with detailed explanation.

A brief summary of the basic terms and definitions at the beginning of each chapter also makes the solving easier. The fundamental physical constants and reference tables and graphs are given in the Appendix. Both the Periodic Table of the elements and the table of elementary particles are also provided.

The Gaussian system of units is employed throughout the book. All initial data and numerical answers are given with due regard for the accuracy of appropriate values and the rules of operation with approximate numbers.

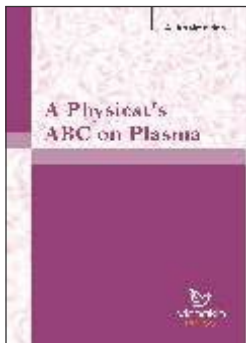
In conclusion, the author takes pleasure in expressing his deep appreciation to his colleagues from the Moscow Engineering Physics Institute and all those who submitted their comments on certain problems and thereby contributed to the improvement of the book.

CONTENTS

1. Quantum Nature of Electromagnetic Radiation, **2.** Rutherford-Bohr Atom, **3.** Wave Properties of Particles, **4.** Fundamentals of Quantum Mechanics, **5.** Spectra Electron Shell of Atom, **6.** Atom in A Magnetic Field, **7.** Diatomic Molecules, **8.** Crystals, **9.** Metals and Semiconductors, **10.** Principal Characteristics of Nuclei, **11.** Radioactivity, **12.** Interaction of Radiation with Matter, **13.** Nuclear Reactions, **14.** Neutron Physics, **15.** Nuclear Fission and Fusion, **16.** Elementary Particles, **17.** Motion of Charged Particles in External Fields, *Answers and Questions*

RECENT

PHYSICS



ISBN: 9789-38667-7068
132 pg. | 2018 | PB | ₹ 375

A Physicist's ABC on Plasma

L.A. Artsimovich

ABOUT THE BOOK

The book presents the fundamental information on the high-temperature plasma physics. These, at present largely well-established results, comprise, in effect, the sum of knowledge indispensable for any physicist with a wide enough sphere of interests. However, the structure of the high temperature physics has just been outlined and is still being developed. A major contribution to this field of modern physics has been made by the Department of Plasma Physics, headed by L. Artsimovich, which is a part of the I. Kurchatov Institute of Atomic Energy. L. Artsimovich headed the research work with the tokamak type installations, adiabatic traps, rapid pinches and other machines designed for harnessing the high-temperature fusion reaction. He was directly involved in actual work in a number of these research projects and in development of the correct conceptual system and understanding of the plasma phenomena.

CONTENTS

1. Definition of Plasma, **2.** Motion of Electrons and Ions in Plasma in the Absence of External Fields, **3.** Plasma Behaviour in Electric Fields, **4.** Plasma Behaviour in Magnetic Field, **5.** The Effect of the Magnetic Field on Characteristics of the Plasma, **6.** Results Derived from Magnetohydrodynamic Equations, **7.** Development of Experimental Target, **8.** Conditions for Existence of a Plasma Ring, **9.** The Theory of Stability, **10.** Plasma Behaviour in Traps with Magnetic Mirrors, **11.** Stability of Plasma Configurations, **12.** Shear Stabilization, **13.** Other Plasma Instabilities



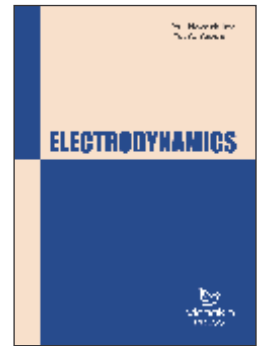
Electrodynamics

Y.U. Novozhilov | Y.U. A. Yappa

ABOUT THE BOOK

With the current high level of instruction in the general physics course the students starting their study of electrodynamics have a considerable knowledge of the facts that are generalized in the Maxwell equations. This has made it possible for us to proceed from the equations and set the objective of showing how different problems in electrodynamics follow from the equations when the properties of the material media are taken into account. The approach via the Maxwell equations enables the reader to come closer to formulating in the most direct and modern way quite a number of problems currently under intensive discussion in scientific literature. Of these, this book considers some aspects of magnetohydrodynamics, the motion of charged particles in a nonuniform electromagnetic field, and the basis for the phenomenological equations of superconductivity. We have also included the concept of spatial dispersion and stated the basic ideas of nonlinear optics. Understandably, the presentation of these topics cannot claim to be complete.

The Appendices contain the basic facts about vector and tensor analyses, which are used throughout the book, and also some properties of the Dirac delta function are given.



ISBN: 9789-38667-7099
362 pg. | 2018 | PB | ₹ 695

CONTENTS

1. The Basics of Maxwell's Electrodynamics, **2.** Relativistic Electrodynamics, **3.** Static Fields. Solution of the Wave Equation. Radiation Field, **4.** Properties of Radiation in Isotropic Media, **5.** The Lorentz-Dirac Equation Scattering, and Absorption of Electromagnetic Field, **6.** Motion of Charged Particles in Electromagnetic Field. Systems of Interacting Charges, **7.** Continuous Media in Electric Field, **8.** Electric Current Magnetic Field in Continuous Media, **9.** Alternating Electromagnetic Field in Continuous Media

Problems in General Physics

I.E. Irodov

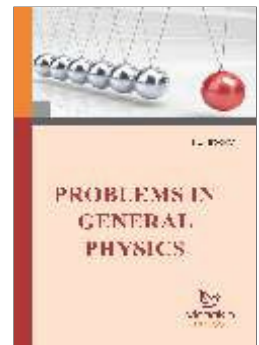
ABOUT THE BOOK

The book is intended for college undergraduates majoring in physics. This book contains about 2000 problems covering the major areas of physical science: mechanics, thermodynamics, molecular physics, electrodynamics, oscillations and waves, optics, atomic and nuclear physics. Each section is preceded by a short summary of appropriate formulas whose total number exceeds 300. Answers to all problems are given at the end of the volume. The most difficult problems are provided with explanations. Moreover, the author presents some general hints helping the undergraduate to tackle the physical problems.

Problems in General Physics is an excellent book which may serve as a valuable supplement to any college course on the subject.

ABOUT THE AUTHOR

I.E. Irodov, Candidate of Science (Physics and Mathematics), Professor of General Physics, has published a number of scientific papers and books, among which are several manuals: Fundamental Laws of Mechanics, Problems in General Physics, A Laboratory Course on Optics. His Problems Book on Atomic and Nuclear Physics appeared in six Russian editions, and was published in Great Britain, USA, Romania, and twice in Poland.



ISBN: 9789-38667-7112
402 pg. | 2018 | PB | ₹ 695

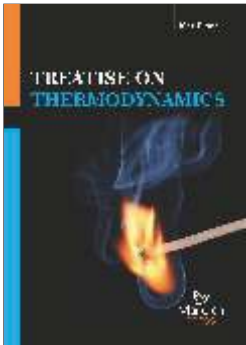
CONTENTS

1. Physical Fundamentals of Mechanics, **2.** Thermodynamics and Molecular Physics, **3.** Electrodynamics, **4.** Oscillations and Waves, **5.** Optics, **6.** Atomic and Nuclear Physics, Answers and Solutions



RECENT

PHYSICS



ISBN: 9789-38667-7129
352 pg. | 2018 | PB | ₹ 695

Treatise on Thermodynamics

Max Planck

ABOUT THE BOOK

An introductory text-book on Thermodynamics for students who have taken elementary courses in Physics and Chemistry, and are familiar with the elements of the Differential and Integral Calculus. Three distinct methods of investigation may be clearly recognized in the previous development of Thermodynamics. The first penetrates deepest into the nature of the processes considered, and, would be designated as the most perfect. Heat, according to it, is due to the definite motions of the chemical molecules and atoms considered as distinct masses, which in the case of gases possess comparatively simple properties, but in the case of solids and liquids can be only very roughly sketched. This kinetic theory, founded by Joule, Waterston, Kronig and Clausius, has been greatly extended mainly by Maxwell and Boltzmann. Obstacles, at present unsurmountable, however, seem to stand in the way of its further progress. These are due not only to the highly complicated mathematical treatment, but principally to essential difficulties, in the mechanical interpretation of the fundamental principles of Thermodynamics.

The second method, developed by Helmholtz. It confines itself to the most important hypothesis of the mechanical theory of heat, that heat is due to motion, but refuses on principle to specialize as to the character of this motion. This is a safer point of view than the first, and philosophically quite as satisfactory as the mechanical interpretation of nature in general, but it does not as yet offer a foundation of sufficient breadth upon which to build a detailed theory. Starting from this point of view, all that can be obtained is the verification of some general laws which have already been deduced in other ways direct from experience. A third treatment of Thermodynamics has hitherto proved the most fruitful. This method is distinct from the other two, in that it does not advance the mechanical theory of heat, but, keeping aloof from definite assumptions as to its nature, starts direct from a few very general empirical facts, mainly the two fundamental principles of Thermodynamics.

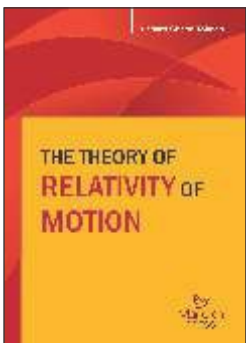
This last, more inductive, treatment, which is used exclusively in this book, corresponds best to the present state of the science. It cannot be considered as final, however, but may have in time to yield to a mechanical, or perhaps an electromagnetic theory. Although it may be of advantage for a time to consider the activities of nature Heat, Motion, Electricity, etc. —as different in quality, and to suppress the question as to their common nature, still our aspiration after a uniform theory of nature, on a mechanical basis or otherwise, which has derived such powerful encouragement from the discovery of the principle of the conservation of energy, can never be permanently repressed.

CONTENTS

Part-I Fundamental Facts and Definitions, 1. Temperature, 2. Molecular Weight, 3. Quantity of Heat, Part-II. The First Fundamental Principle of Thermodynamics, 1. General Exposition, 2. Applications to Homogeneous Systems, 3. Applications to Non-Homogeneous Systems, Part-III The Second Fundamental Principle of Thermodynamics, 1. Introduction, 2. Proof, 3. General Deductions, Part-IV Applications to Special States of Equilibrium, 1. Homogeneous Systems, 2. System in Different States of Aggregation, 3. System of any Number of Independent Constituents, 4. Gaseous System, 5. Dilute Solutions,

RECENT

PHYSICS



ISBN: 9789-38667-7167
275 pg. | 2018 | PB | ₹ 595

The Theory of the Relativity of Motion

Richard Chace Tolman

ABOUT THE BOOK

This book presents an introduction to Einstein's Theory of Relativity, which has become a necessary part of the theoretical equipment of every physicist. Even if we regard the Einstein theory of relativity merely as a convenient tool for the prediction of electromagnetic and optical phenomena, its importance to the physicist is very great, not only because its introduction greatly simplifies the deduction of many theorems which were already familiar in the older theories based on a stationary ether, but also because it leads simply and directly to correct conclusions in the case of such experiments as those of Michelson and Morley, Trouton and Noble, and Kaufman and Bucherer, which can be made to agree with the idea of a stationary ether only by the introduction of complicated and ad hoc assumptions.

CONTENTS

1. Historical Development of Ideas as to the Nature of Space and Time, 2. The Two Postulates of the Einstein Theory of Relativity, 3. Some Elementary Deductions, 4. The Einstein Transformation Equations for Space and Time, 5. Kinematical Applications, 6. The Dynamics of a Particle, 7. The Dynamics of a System of Particles, 8. The Chaotic Motion of a System of Particles, 9. The Principle of Relativity and the Principle of Least Action, 10. The Dynamics of Elastic Bodies, 11. The Dynamics of a Thermodynamic System, 12. Electromagnetic Theory, 13. Four-Dimensional Analysis



PHYSICS

PHYSICS

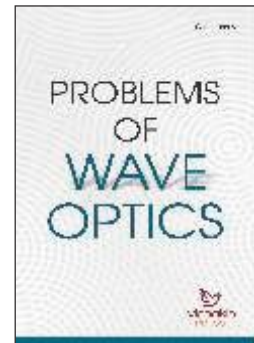
RECENT

Problems of Wave Optics

S.E. Frish

ABOUT THE BOOK

The book starts with history of wave theory and contributions of various people like Huygens, Young, Fresnel, Newton and takes on the theoretical framework which explains the observed phenomena. This booklet acquaints the reader in a popular form with the basic features of modern wave theory of light. New advances in optics, in particular sources of coherent radiation, lasers, are discussed, and prospects outlined for their application in photography and microscopy. The booklet is intended for specialists, students school teachers and a wide range of readers interested in problems of theoretical and experimental physics.



ISBN: 9789-38667-7075
69 pg. | 2018 | PB | ₹ 195

CONTENTS

Introduction, Basic Features of the Wave Theory of Light, Classical Experiments on Interference of Light, Optical Image, Image and Its Processing from the Standpoint of the Theory of Information, The Use of Phase Relations, Lasers as Source of Coherent Radiation, Holography

Physics | Nuclear Physics | Heavy Ions | Hadrons | Quantum Physics | Elementary Particle
Quantum Field Theory | Theoretical | Mathematical and Computational Physics

PHYSICS

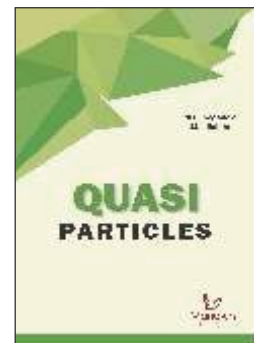
RECENT

Quasi Particles

M.L. Kaganov, L.M. Lifshits

ABOUT THE BOOK

The book 'Quasiparticles' is meant for a circle of readers. No complicated mathematical, nor derivations are used. The presentation on analogies, assuming the readers to possess certain degree of intuition in the field of physics. The book tells how atomic particles move inside solids, what is meant by the term "thermal motion", and how the characteristics of motion of atomic particles are revealed in the macroscopic properties of solids.



ISBN: 9789-38622-1896
97 pg. | 2018 | PB | ₹ 195

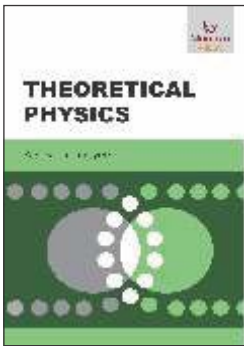
CONTENTS

Foreword, What are the components, Photons, Bosons and fermions, Quantum Statistics, Gas of Fermions (Fermi-Dirac degeneration), Gas of Basons (Bose-Einstein degeneration), Energy Spectrum, Phonons, Phonons in helium, Magnons, etc., Electrons Energy Bands, p-Space, Metals (conductors), Insulators, Semiconductors, and Semimetals, Electrons and Holes, Landau Fermi Liquid, More on electrons and holes, Waves in Electrons Gas, Excitons, Polarons, Fluctuons, etc., Half-Way Finish, Colliding Quasiparticles, Additional Complications, Digression on Phase Transitions, Quantum Crystals Quantum Diffusion Vacancies, Undamped Macroscopic Motions, Concluding Remarks, Solid State Physics and Molecular Biology



RECENT

PHYSICS



ISBN: 9789-38667-7389
600 pg. | 2018 | HB | ₹ 1295

Theoretical Physics

A.S. Kompaneyets

ABOUT THE BOOK

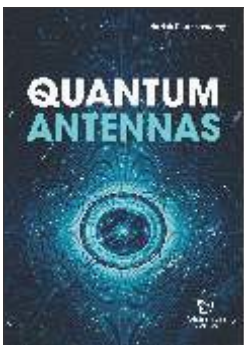
This authoritative volume by a renowned Russian scientist offers advanced students a thorough background in theoretical physics. The treatment's review of basic methods takes an approach that's as rigorous and systematic as it is practical. Chiefly devoted to mechanics, electrodynamics, quantum mechanics, and statistical mechanics, this book stresses atomic, nuclear, and microscopic matters. Subjects include the quantum theories of radiation, dispersal, and scattering and the application of statistical mechanics to electromagnetic fields and crystalline bodies. Particularly strong in its coverage of statistical physics, the text examines Boltzmann statistics, Bose and Fermi distributions, Gibbs statistics, thermodynamic quantities, thermodynamic properties of ideal gases in Boltzmann statistics, fluctuations, phase equilibrium, weak solutions, chemical equilibria, and surface phenomena. Many of the 137 exercises feature complete solutions. Translated by George Yankovsky under the author's supervision.

CONTENTS

From the Preface to the First Edition, Preface to the Second Edition, **Part I.** Mechanics, **Part II.** Electrodynamics, **Part III.** Quantum Mechanics, **Part IV.** Statistical Physics, Appendix, Bibliography, Subject Index

RECENT

PHYSICS



ISBN: 9789-38667-7808
280 pg. | 2019 | PB | ₹ 1895

Quantum Antennas

Harish Parthasarathy

ABOUT THE BOOK

This book is about several questions regarding how to describe the quantization of the current density in an antenna and about the nature of the quantum electromagnetic field produced by such a quantum current density. The second quantized current density can be built out of the Dirac field of electrons and positrons while the free electromagnetic or photon field is built out of solutions to the wave equation with coefficients being operators, namely the creation and annihilation operators of the photons. The Dirac field also consists of free waves whose coefficients are operator fields in momentum space, namely the creation and annihilation fields of electrons and positrons. After computing the electromagnetic field produced by a second quantized current, the problem of determining quantum fluctuations in these fields in a given state of the electrons and positrons is addressed. We also address many related problems like wave-guide and cavity resonator antennas in which the energy of the electromagnetic field within the waveguide or resonator cavity is expressed as a quadratic function of the coefficients of the eigenfunction expansions of the field and then by making the harmonic oscillator analogy, we quantize the conned em field. Problems involving the effect of quantum noise on a system are also studied. These problems enable us to consider for example, the antenna as an aggregate of atomic systems with bath noise

coming from the photon environment and then to assess the effect of this noise on the system properties, for example on average values of system observables like current density when the photon bath is in a coherent state and the system of atoms is initially in a given state. Problems of classical and quantum optimal control are also studied. These problems can be applied to propose an optimal control input based on state feedback so that the system state tracks as closely as possible a desired trajectory in the mean square sense. For example, we may seek to make the quantum electromagnetic field produced by a quantum current density in an antenna have a desired pattern of fluctuations or more generally, a desired pattern of higher order moments in space-time. In this case, the control input applied to the antenna will be in the form of a classical voltage/current source that will affect the Hamiltonian of the system of atoms that constitute the quantum antenna. A reasonable background in quantum electrodynamics is assumed although the required elements of this subject are developed in the course of this book.

ABOUT THE AUTHOR

Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Ph.d. degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variety of topics in mathematical physics, signal processing and antenna theory.



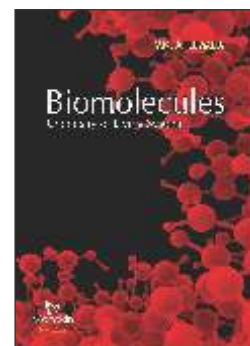
Biomolecules

Chemistry of Living System

V.K. Ahluwalia

ABOUT THE BOOK

Biomolecules also known as Molecules of Life are naturally occurring biogenic substances that are essential for sustaining life processes. They are both produced and consumed by living organisms. Biomolecules constitute a number of organic and inorganic compounds. They are a major component of biological processes which is why understanding them is crucial. This book is the perfect primer for students of biochemistry and biology. Furthermore, it can be the ideal reference book for teachers of the same subjects. The book provides comprehensive information on a wide variety of biomolecules ranging from amino acids and carbohydrates to porphyrins and alkaloids. A one stop work with complete information about biogenic substances, Biomolecules: Chemistry of Living System is a must have for all pertinent college, university, departmental, public and personal libraries.



ISBN: 9788-19295-9870
452 pg. | 2015 | HB | ₹ 1895

ABOUT THE AUTHOR

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and MPhil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects. He has also worked as a Post- Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry, and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reaction is winner of 2009 Choice Award for an Outstanding Academic Title.

CONTENTS

1. Introduction to Biomolecules, 2. Carbohydrates, 3. Amino Acids, Peptides and Proteins, 4. Enzymes, 5. Vitamins, 6. Nucleic Acids, 7. Prostaglandins, 8. Lipids, 9. Steroids, 10. Terpenoids, 11. Alkaloids, 12. Porphyrins, 13. Some Miscellaneous Biomolecules, 14. Some Simple Biomolecules, *Glossary, Index*

Pharmaceutical Chemistry

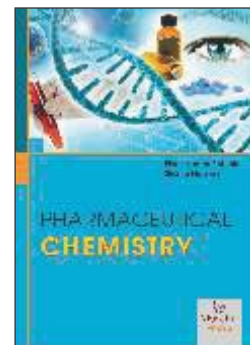
Piyus Kumar Pathak | Shailja Naman



ABOUT THE BOOK

The main objective of writing this book is to highlight the basic principles of pharmaceutical chemistry which serves the backbone in understanding the mechanism of organic reactions. The salient features of the book are as following:

- It covers the prescribed syllabus.
- It covers essential part of the pharma chemistry.
- All fundamentals organic topics are explained with mechanism.
- Sufficient numbers of solved examples have been given in the end of chapters.
- Unsolved exercises are given in last of chapter for independence and understanding of the subjects
- Easy mechanisms of well known reactions are reactions are given in this book.
- Figurative and systematic diagram are given for better understanding. Readers are welcome to provide constructive suggestions, which shall be deeply appreciated.



ISBN: 9789-38667-7310
300 pg. | 2018 | PB | ₹ 795
Pub. Date: October 2018

ABOUT THE AUTHORS

Dr. Piyus Kumar Pathak was appointed as Assistant Professor at the Sunder Deep Group of Institutions, Dasna, Ghaziabad. He then moved over to the United College of Engineering and Research, Greater Noida, and promoted to position of Associate Professor of chemistry. Dr. Pathak secured his Doctorate degree from the U.P. Technical University, Lucknow in 2007. He has fifteen years teaching and research experience to his credit at various Engineering college in Uttar Pradesh.

Dr. Shailja Naman is Associate Prof., Department of chemistry at B.B.D.N.I.I.T., Lucknow, (U.P.) She is Ph.D. from University of Lucknow in field of chemistry. She has fourteen years experience in teaching. She has published more than twelve research papers in national and international journals. Dr. Shailja is associate – editor of International Journal of Chemical Research and member of editorial board of International Journal of Advance Research in Science and Engineering. She is also the life time member of Association of Chemistry Teachers (ACT).





ISBN: 9789-38667-7280
532 pg. | 2018 | PB | ₹ 1495

Biochemistry

V.K. Ahluwalia | M. Ahluwalia

ABOUT THE BOOK

Biochemistry deals with the study of molecular basis of life. Some of the outstanding achievements of biochemistry include elucidation of genetic code and unravelling the central metabolic pathways. It has made it easy to design drugs. Biochemistry is helpful in understanding the molecular mechanisms of diseases.

The book entitled "Biochemistry" is divided into five parts. Part-I deals with an introduction to biochemistry (Chapter 1) and the essentials of life processes (Chapter 2). Part-II deals with basic molecules of life. This includes carbohydrates (Chapter 3), lipids (Chapter 4), amino acids, peptides and proteins (Chapter 5), nucleic acids (Chapter 6) Enzymes (Chapter 7) and Vitamins (Chapter 8). Physiological Biochemistry forms the subject matter of Part-III. It includes Plasma proteins (Chapter 9), Haemoglobin (Chapter 10), Porphyrins (Chapter 11), Digestion and absorption (Chapter 12) and Biological oxidation (Chapter 13).

Discussion about metabolism forms the subject matter of Part-IV of the book. It includes introduction to metabolism (Chapter 14), metabolism of carbohydrates, lipids, amino acids, nucleotides and minerals (Chapter 15 and 19). Integration of metabolism is discussed

in Chapter 20. Part-V of the book includes a discussion on Hormones (Chapter 21), Organ Function Tests (Chapter 22) and Nutrition (Chapter 23).

All chapters are followed by a number of exercises including multiple choice questions fill in the blanks and short answer questions.

It is hoped that the present book will meet the requirements of all students studying Biochemistry at different levels including medical students.

ABOUT THE AUTHORS

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects.

He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry, and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reaction is winner of 2009 Choice Award for an Outstanding Academic Title.

Dr. M. Ahluwalia worked as chief medical officer in the World University Service (W.U.S.) Health Centre, University of Delhi. Besides, she has also worked in various capacities in Employees' State Insurance Corporation (ESIC), Central Government Health Scheme (CGHS), Medical Centre at Manipur and also in Grant Medical Center, Columbus, Ohio, USA.

CONTENTS

Part I: Introduction to Biochemistry, 1. Introduction, 2. The Essentials of Life Process: Water, Blood and the Cell, **Part II: Basic Molecules of Life**, 3. Carbohydrates, 4. Lipids, 5. Amino Acids, Peptides and Proteins, 6. Nucleic acids, 7. Enzymes, 8. Vitamins, **Part III: Physiological Biochemistry**, 9. Plasma Proteins, 10. Haemoglobin, 11. Porphyrins, 12. Digestion and Absorption, 13. Biological Oxidation, **Part IV: Metabolism**, 14. Metabolism - Introduction, 15. Metabolism of carbohydrates, 16. Metabolism of Lipids, 17. Metabolism of Amino Acids, 18. Metabolism of Nucleotides, 19. Metabolism of Minerals, 20. Integration of Metabolism, **Part V: Clinical Biochemistry**, 21. Hormones, 22. Organ Function Tests, 23. Nutrition, Index



Practical Biochemistry

V.K. Ahluwalia, M. Ahluwalia

ABOUT THE BOOK

The book entitled 'Practical Biochemistry' is compiled for students pursuing courses in Biochemistry, Medicine and related sciences. The book deals with qualitative methods for the detection of carbohydrates, Lipids, Proteins and Non-Proteins nitrogenous substances like urea, Uric acid and Creatinine Analysis biological fluids like urine, saliva, gastric juice, bile have also been included. Besides these analysis of milk and nutrients in the Diet has also been incorporated.

Quantitative methods particularly Instrumental Techniques like Colometry, Flame Photometry and Atomic Absorption spectroscopy have been discussed using these methods estimation of substances of biochemical importance in body fluids have been incorporated. These biochemical substances include estimation of glucose, blood urea, Creatinine (in blood and urine), uric acid, Proteins, Bilirubin, Enzyme in serum like AST, ALT, ALP, ACT, Creatinine kinase, estimation of minerals in serum and electrolytes. Besides these lipids profile, thyroid profile and pancreatic function tests have been incorporated.

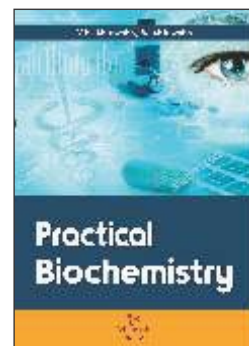
At the end of the manual exercises like short answer questions, questions involving identification of unknown substances, multiple choice questions and some easy questions have been included. These questions will be immense use for preparing students for viva voce examinations and for answering questions of the main examinations.

It is hoped that the manual will be useful for all students offering biochemistry as a subject at all levels.

ABOUT THE AUTHOR

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects.

He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research, University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reactions is winner of 2009 Choice Award for an Outstanding Academic Title. Dr. M Ahluwalia worked as chief medical officer in the World University Service (W.U.S.) Health Centre, University of Delhi. Besides, she has also worked in various capacities in Employees' State Insurance Corporation (ESIC), Central Government Health Scheme (CGHS), Medical Centre at Manipur and also in Grant Medical Center, Columbus, Ohio, USA.



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350 pg. | 2019 | PB | ₹ 795
Pub. Date: December 2018

Engineering Practical Chemistry (AS PER AICTE MODEL CURRICULUM 2018)

Bindu Mangla, Rajni Sachdeva, Beena Sethi

ABOUT THE BOOK

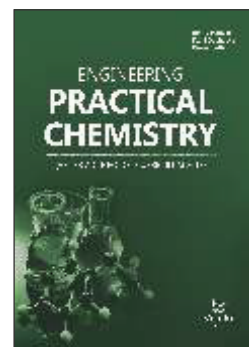
This book is instituted for engineering students as per latest model curriculum recommended by AICTE. The spirit of model curriculum is well perceived in this title and even presaged the requirements of the students, customizing the content to emergent demand, in wake of AICTE scheme. This practical book tries to close the deficit as far as University lab manuals exist. The coverage is comprehensive and even advanced practical topics have been included. The work has all important momentum as it goes from topic to topic, effortlessly and the descriptions are detailed and focused.

ABOUT THE AUTHORS

Dr Bindu Mangla is working as Assistant Professor in the Department of Chemistry at YMCA university of Science and Technology, Faridabad. She is M.Sc, MTech, PhD in Chemistry and qualified NET as well as GATE in her subject. She is having experience of more than 14 years in teaching at the undergraduate and postgraduate level. She has a number of research papers of repute to her credit and presented several at various International and National conferences.

Ms. Rajni Sachdeva is working as Assistant Professor in Chemistry at B. S. Anangpuria Educational Institutes, Faridabad. She is M.Sc and MPhil in Chemistry. She is also NET and STET qualified. Ms. Rajni Sachdeva has got 17 years of experience of teaching the college students at the undergraduate level. She has presented numerous research papers at various National as well as International conferences. Her areas of interest are Inorganic Chemistry and experimental research.

Dr. Beena Sethi is working as Associate professor in the Department of Chemistry at K L Mehta Dayanand College for Women, Faridabad, India. Dr Sethi is MSc, PhD in Chemistry from University of Rajasthan. She has published and presented numerous research papers at national as well as international platform. She has successfully completed few research projects, funded by UGC, India.

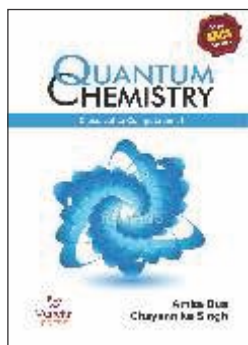


ISBN: 9789-38834-2018
180 pg. | 2018 | PB | ₹ 295



BESTSELLER

CHEMISTRY | Physical



ISBN: 9788-19295-9825
638 pg. | 2015 | HB | ₹ 1895

Quantum Chemistry Classical to Computational

Amita Dua | Chayannika Singh

ABOUT THE BOOK

Designed explicitly to fill the yawning gaps between what is available to students of Quantum Chemistry and what is needed, Quantum Chemistry: Classical to Computational is a comprehensive, one-stop guide for students and academicians both. The book deals with hard to understand concepts in Quantum Chemistry through handpicked diagrams and tables along with complete step by step proofs of derivations and calculations delivered through an efficient and highly user friendly format. It comprises chapters on every aspect of Quantum Chemistry ranging from Classical Mechanics to Computational Chemistry of molecules and even includes an extensive question bank for self-testing.

Salient Features:

- Suited for everyone including undergraduates, post-graduates, researchers, and academicians,
- Development of subjects from basic to advanced levels,
- Categorically designed to be user friendly and easy to read,
- Derivations, proofs, results, theories, and numericals are all included,
- Full background of a subject from conceptualisation of the idea to its proof is depicted including failed experiments.

ABOUT THE AUTHORS

Dr. Amita Dua is a M.Sc. and PhD holder in Chemistry from the University of Delhi. She has been teaching Chemistry in Dyal Singh College, University of Delhi for more than a decade now. She has been involved in research consistently and has had numerous research papers published in reputed journals in the country. The author is also having a well received publication by the name "Practical Chemistry for Undergraduates" published in year 2013.

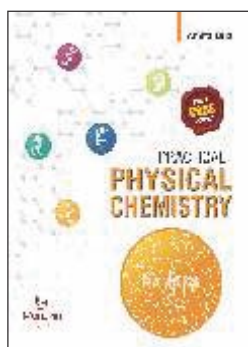
Dr. Chayannika Singh is a M.Sc., MPhil and PhD holder in Chemistry from University of Delhi. She works in Deen Dayal Upadhyaya College in the Department of Chemistry, University of Delhi. She has also taught in S.G.T.B. Khalsa College and Kirori Mal College, University of Delhi for a period of seven years. The author has also delivered online lectures for CBSE.

CONTENTS

1. Classical Mechanics, **2.** Towards Quantum Mechanics, **3.** Introduction to Quantum Mechanics, **4.** Particle in a Box: Quantization of Transitional Energy, **5.** Rigid Rotator: Quantization of Rotational Energy, **6.** Linear Harmonic Oscillator: Quantization of Vibrational Energy, **7.** Hydrogen Atom: Quantization of Electronic Energy, **8.** Multi-electron System & Approximate Methods, **9.** Chemical Bonding, **10.** Huckel Molecular Orbital Theory, **11.** Basics of Computational Chemistry, *Appendix, Index*

BESTSELLER

CHEMISTRY | Physical



ISBN: 9789-38437-0671
392 pg. | 2017 | PB | ₹ 595

Practical Physical Chemistry

Amita Dua

ABOUT THE BOOK

The book has been written to provide assistance to the undergraduate students of various Universities. This book deals with the basic properties of liquids like viscosity and surface tension in a manner to make it easily understandable along with the application of these. Studies on kinetics with emphasis on first order and second order kinetics has been covered explicitly. Thermochemistry is an important area which has been covered giving experimental details and their calculations. These include heat capacity, heat of neutralisation, heat of ionisation, heat of solution, heat of hydration to mention a few. The theory of the experiment has been explained to provide detailed understanding of the subject. Experiments dealing with adsorption properties, colloids and molar mass measurement have described in detail. Another area which has been covered are experiments related to phase rule, nernst distribution law, critical solution temperature and determination of transition temperature. Various techniques which are in use include the application of conductivity meter, potentiometer, pH meter, colorimeter, polarimeter and refractometer. Description of techniques and the instrumental details and steps involved in their use have been well covered under physical chemistry.

The book is very comprehensive covering all aspects from calculations for preparation of reagents to observations and writing of results. "Practicals made easy" is the slogan of the book. Efforts have been put in to simplify each step to help in solving difficulties generally faced during experimentation. This would thus provide in depth understanding to the students with the habit of scientific reasoning.

ABOUT THE AUTHOR

Dr. Amita Dua is a post graduate and doctorate from Department of Chemistry, University of Delhi. She is a faculty member of the Department of Chemistry at Dyal Singh College, University of Delhi. She has teaching experience of more than a decade. Her papers have received space in various reputed national and international journals. She had specialisation in the area of Physical Chemistry. Her lengthy experience and knowledge is reflected in her book on Quantum Chemistry and Practical Chemistry for undergraduates which has received much applaud. She has real understanding of the needs of the students and has tried to bring it out in her books.

CONTENTS

1. Surface Tension Measurement, **2.** Viscosity Measurements, **3.** Thermochemistry, **4.** Ph Metry, **5.** Chemical Kinetics, **6.** Conductometry, **7.** Potentiometry, **8.** Critical Solution Temperature (CST) and Mutual Solubility Temperature (MST), **9.** Phase Rule, **10.** Nernst Distribution Law and Distribution Constant, **11.** Molar Mass, **12.** Transport Number / Transference Number, **13.** Adsorption, **14.** Colloids, **15.** Transition Temperature, **16.** Polarimetry, **17.** Refractometry, **18.** X-ray Diffraction



Phase Rule and its Applications

Suruchi | Sheza Zaidi



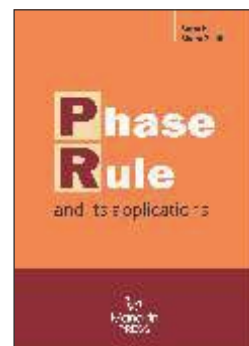
ABOUT THE BOOK

The book covers the fundamental concepts of phases, phase diagrams and their applications. It will help the students to overcome the fear of phase rule. Stress is on understanding and not on memorization. The book has descriptive passages and diagrams (cooling curves) that help students gain a solid foundation in subject. This text will help them learn phase rule faster. Question style has changed over the years. Latest university questions are solved at the end of the book. It also contains numerous phase diagrams.

ABOUT THE AUTHORS

Suruchi has done M.Sc and Ph.D from University of Delhi. She has been teaching chemistry in Ramjas College, University of Delhi for the past thirteen years. She has numerous research publications in reputed journals. This is her first endeavor of this kind and in future she is looking for more ventures and wider canvas for expanding her skills and merits.

Sheza has done M.Sc and Ph.D from the prestigious Delhi University. She is currently working as an Assistant Professor in Department of Chemistry, Ramjas College, University of Delhi. She has been teaching chemistry to various undergraduate classes for about twelve years. She has numerous research publications in reputed International journals to her credit.



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164 pg. | 2017 | HB | ₹ 595

CONTENTS

1. Phase Equilibria–The Phase Rule, 2. One-Component Systems, 3. Two Component Systems, 4. Solutions, 5. Three Component Systems (C=3), Solved Problems *Index*

Manual of Spectroscopy

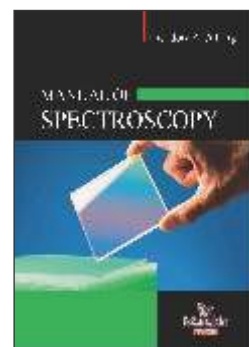
Theodore A Cutting

ABOUT THE BOOK

Too many chemists, mineral collectors, prospectors, and even assayers struggle with tedious chemical and uncertain flame and blowpipe tests when a spectroscope would give far more prompt results. With electricity universally available, and with present day instruments and parts so low in cost, spectroscopic equipment should be in every school and laboratory.

This book has been written to assist those who wish to analyze ores, minerals, alloys, and inorganic chemicals, or wish to teach others to do so. In the qualitative analysis of such materials, there is no instrument so rapid and accurate as the spectroscope, although the analyst must remain within its limits of operation. This is also true of the quantitative analysis of these materials. Although speed comes only after some experience, one may very soon acquire the necessary technique for accurate determinations. The author has attempted to point out some of the short cuts to quick spectroscopic success. Direct methods of burning samples are shown; the key lines of each element have been selected, and a new chart-table has been prepared which shows both the spacing of spectral lines and their wavelengths. An increasing number of schools and universities have courses in spectroscopy, and many industrial plants use spectrographic equipment to speed up the solution of their special problems of analysis.

The bulk and cost of spectroscopes tend to increase in geometric ratio with efficiency, and thus the price of a commercially built high-dispersion instrument is usually beyond the reach of the individual analyst. The parts necessary to make a powerful instrument are few and the essential construction is very simple. The writer believes that instructions for making effective instruments at costs so low as to be within the reach of all, will be appreciated. One section of the book has, therefore, been devoted to such instructions. Largely from his own experience, but also from the literature (see bibliography) a considerable amount of material has been arranged in what is hoped will be helpful form.



ISBN: 9789-38437-0046
182 pg. | 2016 | HB | ₹ 695

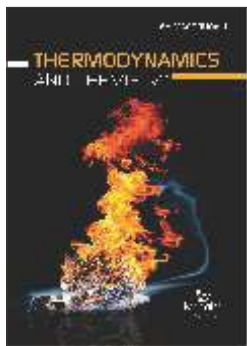
CONTENTS

1. History and Theory of Spectroscopy, 2. Light Sources, 3. Spectroscopes, 4. Spectroscopic Analysis, 5. The Spectroscope in Mineralogy, 6. Characteristic Lines of the Elements, 7. Wave-Length Table-Chart, *Index*



RECENT

CHEMISTRY | Physical



ISBN: 9789-38667-7358
412 pg. | 2018 | HB | ₹ 795

Thermodynamics and Chemistry

F.H. Macdougall

ABOUT THE BOOK

No one can write on thermodynamics without being deeply influenced by Willard Gibbs and Max Planck. The writings of the former will always be the admiration (and sometimes the despair) of the student of thermodynamics on account of the extreme rigor and completeness with which he discusses the subject, while Planck in his Lectures on Thermodynamics has given a treatment which is a model of conciseness, accuracy and logic. It has been my endeavor to write a book which, in addition to being accurate, logical and sufficiently rigorous, will furnish the student with numerous examples of the application of the principles of the science. It is with this object in view that four chapters have been devoted to the phase rule and its applications. According to the point of view adopted in the following pages, thermodynamics is an empirical science, i.e., it is based on generalizations from experience which find their expression in the First and Second Laws. Hypothetical views as to the constitution of matter or the nature of heat are not used in the development of thermodynamic principles and hence these principles are as certain as the experimental facts on which they are based. It is of course possible to develop the subject on the basis of the kinetic theory, assuming heat to be the kinetic energy of molecules. This method has many advantages and may lead to a more intimate knowledge of nature than is gained when we refrain from such hypothetical aids. On the other hand, by developing thermodynamics empirically, we can be sure that all our results will be expressed in terms of quantities

such as temperature, pressure, volume, etc., which can be determined directly by experiment. It is true that we shall frequently apply our empirical thermodynamic principles to problems which are set forth in the language of the molecular theory, as in the case of the study of ioni.

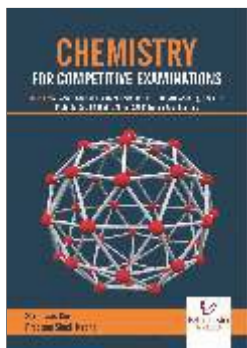
CONTENTS.

1. Temperature, 2. Actual Gases, 3. Heat, 4. The First Law of Thermodynamics, 5. Applications of the First Law-I, 6. Applications of the First Law-II, Thermochemistry, 7. The Second Law of Thermodynamics, 8. Deductions from the First and Second Laws, 9. Thermodynamics Functions and Thermodynamic Equilibrium, 10. Fusion, Evaporation and Sublimation, 11. The Phase Rule, 12. Applications of the Phase Rule-I, 13. Applications of the Phase Rule-II, 14. Applications of the Phase Rule-III, 15. Chemical Equilibrium, 16. Chemical Equilibrium in Liquid Solutions, 17. Electromotive Force, 18. Surface Tension and Absorption, 19. Radiation, Quantum Theory, Nernst Heat Theorem

Inorganic | Organic | Physical | Chemistry

RECENT

CHEMISTRY | Physical



ISBN: 9789-38667-7723
645 pg. | 2018 | PB | ₹ 895

Chemistry for Competitive Examinations

Shrinivas Gurjar, Preetam Singh Meena

ABOUT THE BOOK

Chapterwise previous years approx twenty three hundreds (2300) questions with detailed solution to understand the pattern of exams. This book has been divided into 35 chapters strictly according to syllabus of different competitive examinations. The chapters are classified into various subtopics of the three branches of chemistry namely: Inorganic, Organic and Physical Chemistry.

The book provides a good framework and detailed theory of many topics.

Basic and advanced level questions of all topics are covered.

ABOUT THE AUTHORS

Shrinivas Gurjar is working as an Assistant Professor in Department of Chemistry at Ramjas College, University of Delhi. He has rich experience in the field of chemistry. His knowledge of the subject is clearly visible in all organic chemistry books authored by him. He has qualified CSIR-JRF-NET (3 times), GATE, SET and written exam for recruitment of assistant professor conducted by HPSC, RPSC and UKPSC.

Preetam Singh Meena is working as an Assistant Professor, Department of Chemistry at Govt. P.G. College, Karauli, University of Kota. He has about six years of teaching experience in the same field. He has qualified CSIR-JRF-NET, SET and GATE.

CONTENTS

SECTION A: INORGANIC CHEMISTRY 1. Atomic Structure, 2. Chemical Bonding and Periodicity, 3. Co-ordination Chemistry, 4. Chemistry of Non-Transition Elements, 5. Lanthanides and Actinides (F-Block), 6. Solid State, 7. Metallurgy, **SECTION B: ORGANIC CHEMISTRY** 8. Nomenclature of Organic Compounds, 9. Reaction Mechanism, 10. Stereochemistry, 11. Aliphatic Hydrocarbons, 12. Aromatic Hydrocarbons and Their Derivatives, 13. Alcohols, Phenols and Ethers, 14. Carbonyl and Activemethylene Compounds, 15. Carboxylic Acids and Their Derivatives, 16. Nitrogen Containing Compounds, 17. Heterocyclic Chemistry, 18. Carbohydrates, Proteins, Aminoacids and Fats, 19. Vitamins, Drugs, Detergents and Dyes, 20. Polymers, 21. Pericyclic Reactions, 22. Photochemistry, 23. Bio-Inorganic Chemistry, 24. Environmental Chemistry, 25. Spectroscopy, 26. Analytical Chemistry, **SECTION C: PHYSICAL CHEMISTRY** 27. Mole Concept, 28. Quantum Chemistry, 29. Thermodynamics, 30. Chemical Kinetics, 31. Nuclear Chemistry, 32. Colloids and Surface Chemistry, 33. Electrochemistry, 34. Chemical, Ionic Equilibrium and Solutions, 35. Phase Equilibrium



Chemistry

(Organic and Physical) Volume-3



Sonia Ratnani, Shriniwas Gurjar, Swati Agrawal, Madhu Bala Rajgar

ABOUT THE BOOK

The third volume of the series deals with the organic and physical topics catering to the undergraduate course (third semester) of CBCS. This primarily meets the requirements of students who have enrolled in B.Sc (Prog./General) course of CBCS curriculum. The course material of volume III is reflected in nine chapters covering functional group chemistry of carboxylic acids, acid derivatives, amines and diazonium salts. The chemistry of biomolecules: carbohydrates, amino acids, peptides and proteins is also a part of the organic section. The Physical section of the book deals with aspects of solutions, phase equilibrium, electrochemistry and conductance with appropriate discussion supplemented with numerical problems. As per the curriculum, the book incorporates the laboratory experiments of organic and physical segments.

Features of the book

- Simple and Systematic Approach
- Content equipped with diagrammatic representations, tables, figures and bulleted information to introduce and reinforce the special topics.
- Topics are broken into chunks which are more manageable and easy to learn and memorise.
- Solved problems are provided which aid in self assessment of the topics gone through by the readers.
- Similar reactions are grouped together for systematic presentation of the content.
- Experimental section dealing with detailed laboratory exercises.

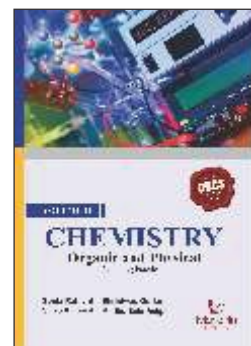
ABOUT THE AUTHORS

Dr. Sonia Ratnani is employed as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi. She has teaching experience of almost fourteen years. Various national and international publications including books add to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi.

Mr. Shriniwas Gurjar is working as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi since 2009. His knowledge in the subject and teaching experience is conducive of his authorship in organic chemistry books.

Dr. Swati Agrawal is working as an Assistant Professor in the Department of Chemistry of Motilal Nehru College. Gold medallist and Doctorate in Chemistry from University of Delhi, she has a teaching experience of almost 13 years in Physical Chemistry. She has authored papers in various journals of national and international repute. She has a keen interest in teaching and research and has actively worked in innovation project funded by Delhi University.

Dr. Madhu Bala Rajgar is presently working as an Assistant Professor in Ramjas College, University of Delhi. Along with a teaching experience of almost ten years in physical chemistry, she has acclaimed many journals of national and international repute. She has been actively involved in summer internship projects and two DST (Department of Science and Technology) funded projects.



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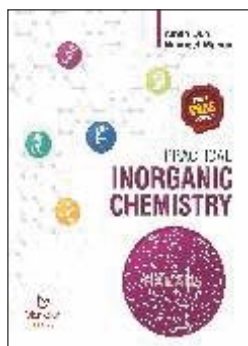
CONTENTS

SECTION A: Organic Chemistry 1. Carboxylic acids (Aliphatic and Aromatic), 2. Carboxylic Acid Derivatives, 3. Amines and Diazonium Salts, 4. Amino Acids, Peptides and Proteins, 5. Carbohydrates, **SECTION B: Physical Chemistry** 6. Solutions, 7. Phase Equilibria, 8. Conductance, 9. Electrochemistry, **SECTION C: Practicals**, Organic Chemistry Practical, Physical Chemistry Practical



BESTSELLER

CHEMISTRY | Inorganic



ISBN: 9789-38437-0664
312 pg. | 2017 | PB | ₹ 495

Practical Inorganic Chemistry

Amita Dua | Navneet Manav



ABOUT THE BOOK

The book has been written to provide assistance to the undergraduate students of various Universities. This book deals with the volumetric analysis and the different methodologies involved which include acid-base, redox, complexometric, precipitation, iodometric and iodimetric titrations to mention a few. It also covers gravimetric analysis, preparation of inorganic complexes, soil analysis and qualitative analysis. Application of inorganic analysis to estimation of alloys, chromatographic separation of metal ions are also included in the book. Use of instrumental techniques like spectrophotometer and colorimeter have been explained in simplified manner. The book provides tips for carrying out experiments smoothly. The book is very comprehensive covering all aspects from calculations for preparation of reagents to observations and writing of results. "Practicals made easy" is the slogan of the book. Efforts have been put in to simplify each step to help in solving difficulties generally faced during experimentation. This would thus provide in depth understanding to the students with the habit of scientific reasoning.

ABOUT THE AUTHORS

Dr. Amita Dua is a post graduate and doctorate from Department of Chemistry, University of Delhi. She is a faculty member of the Department of Chemistry at Dyal Singh College, University of Delhi. She has teaching experience of more than a decade. Her papers have received space in various reputed national and international journals. She had specialisation in the area of Physical Chemistry. Her lengthy experience and knowledge is reflected in her book on Quantum Chemistry and Practical Chemistry for undergraduates which has received much applaud. She has real understanding of the needs of the students and has tried to bring it out in her books.

Dr. Navneet Manav did her M.Sc from Guru Nanak Dev University. She received her M.Phil and Ph.D degree from University of Delhi, Delhi. She is working as an Assistant Professor in the Department of Chemistry, Dyal Singh College, University of Delhi. She has twelve years of teaching experience at the undergraduate level. She has handled different projects and published papers in reputed journals. Her specialisation is in the area of Inorganic Chemistry.

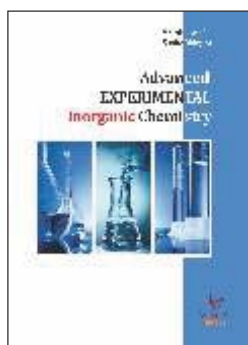
CONTENTS

1. Volumetric "Acid-Base Titrations", 2. Volumetric "Oxidation-Reduction Titrations", 3. Volumetric "Complexometric Titrations", 4. Volumetric "Precipitation Titration", 5. Gravimetric Analysis, 6. Inorganic Preparations, 7. Inorganic Mixture Analysis, 8. Analysis of Alloys, 9. Chromatographic Separation of Metal Ions, 10. Spectroscopic Estimations, Annexure

Practical Chemistry | Inorganic Chemistry | Qualitative & Quantitative Analysis | Chemical Engineering

NEW

CHEMISTRY | Inorganic



ISBN: 9788-19295-9887
290 pg. | 2016 | HB | ₹ 1295

Advanced Experimental Inorganic Chemistry

V.K. Ahluwalia | Sunita Dhingra

ABOUT THE BOOK

The book entitled "Advanced Experimental Inorganic Chemistry" includes the details of chemistry and systematic procedure adopted for analysis of anions, cations, insolubles, alloys and some rare elements. Detection of metal ions by chromatography, atomic absorption and flame photometry are also described. The quantitative analysis includes volumetric and gravimetric analysis of a single or a mixture of components. Instrumental methods of both volumetric and gravimetric analysis are also included. The methods used for preparation of a variety of inorganic compounds, double salts and complexes are also given in detail.

ABOUT THE AUTHORS

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects. He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research, University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reactions is winner of 2009 Choice Award for an Outstanding Academic Title.

Sunita Dhingra worked as Associate Professor of Chemistry, Miranda House, University of Delhi and has taught for more than four decades. Presently, she is associated with promotion of Green Chemistry at Miranda House, University of Delhi.

CONTENTS

Part I : Qualitative Inorganic Analysis, 1. Qualitative Inorganic Analysis, **Part II : Volumetric Analysis, Instrumental Methods of Volumetric Analysis**, 2. Volumetric Analysis, 3. Instrumental Methods of Volumetric Analysis, **Part III : Gravimetric Analysis, Estimation of More than one Constituent Present Together in a Solution, Instrumental Methods of Quantitative Analysis**, 4. Gravimetric Analysis, 5. Estimation of more than one Constituent in the given solution, 6. Instrumental Methods of Quantitative Analysis, **Part IV : Inorganic Preparations**, 7. Inorganic Preparations, Index



Manakin Press | Chemistry | 36

Inorganic Chemistry

Concepts and Main Group of Elements

P.L. Soni | Vandna Soni

ABOUT THE BOOK

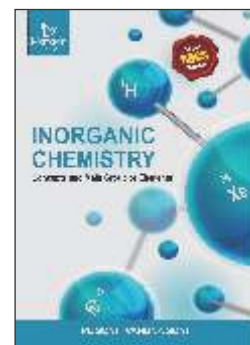
After the run-away success of the book on 'Coordination Chemistry' the authors have decided to venture on the next book. This book is an honest attempt to write about the next phase of Inorganic Chemistry to complete full circle in the knowledge of Inorganic Chemistry. At the first instance, this book has devoted a full chapter to carve out the contents and domain of Inorganic Chemistry. The book on Coordination chemistry deals with the knowledge of metals, their important compounds and their applications and importance in life. This book has been divided into three parts. Phase one of the book dwells on the basic concepts in inorganic chemistry which are so important to clearly understand the mechanism, structure and applications of inorganic compounds. Phase two of this book lays emphasis on the study of Hydrogen, alkali and alkaline earth metals. Phase three deals with the extensive study of the p-block elements (mostly non-metals). The study of p-block elements is inclusive of the study of their compounds, their properties of the compounds, their structures and applications in our life.

This section deals with the study of 80 percent of non-metals while the rest are metals. In brief, the study of p-block elements is broadly mentioned as the study of non-metals. In every group in the p-block elements the behavior of elements transcends from non-metals to metals. The last element at the bottom of the every group is mostly a metal except in halogens and zero group elements. The authors are known for their simple and lucid style of writing. They have easily put across their knowledge and ideas to the readers. Their communication is crisp and precise. We are sure the vast community of readers will become richer in knowledge and ideas by going through this book.

ABOUT THE AUTHORS

Dr. PL Soni completed his post-graduation in chemistry in the year 1965 from the Panjab University, Chandigarh under the guidance of Dr. RC Paul. He had a brief stint of two years as a teacher in S.D. College, Ambala Cantt. In the year 1968 he joined ARSD College, University of Delhi as a Lecturer. He was awarded doctorate degree in inorganic chemistry in the year 1980 under the guidance of Professor B.S. Garg, University of Delhi. He served ARSD College for 40 years and held many important, prestigious and responsible positions. He was selected as subject expert by NCERT in 1977-78, and was a member of CBSE syllabus forming committee. He has given lectures and talks on Doordarshan several times. After retirement in 2004 he remained as Director GTBIT, IP University. Besides, he remained subject expert on several selection committees for schools, degree and engineering colleges. He was also on the panel of SSC, Government of India. He served as Professor in PDM College of Engineering, Bahadurgarh and a consultant to Quality Chemicals, Delhi. After retirement he is still in love with the subject and serving vast students community by disseminating knowledge through his books and writings.

Dr. Vandna Soni, a Ph.D. from IIT Delhi, has been teaching at Maharaja Agrasen College, University of Delhi as Assistant Professor for over a decade. She has been constantly developing e-content and e-labs for undergraduate courses for DU Portal. She was deputed to institute of Life Long Learning, University of Delhi as Fellow in Chemistry in 2009-10 to develop chemistry e-content, e-labs and value addition content for B.Sc. (H) and B.Sc. Programme. She has contributed as author for CBSE-i curriculum and content design. She has been involved in interdisciplinary undergraduate research projects founded by University of Delhi under innovation scheme and star innovation scheme. Besides, she has been contributing towards development of e-content for Post-graduate courses in e-PG Pathshala project founded by MHRD.



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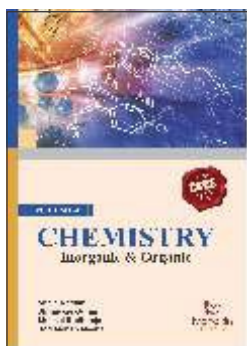
CONTENTS

Broad Division between Inorganic, Organic and Physical Chemistry, **1.** Atomic Structure, **2.** Periodic Table and Periodic Properties (Periodicity), **3.** Chemical Bonding I, **4.** Covalent Bond or Non-ionic Bond, **5.** Recent Concepts of Acids and Bases, **6.** Aqueous and Non-aqueous Solventas, **7.** Oxidation and Reduction, **8.** Hydrogen and Hydrides, **9.** Main Group Elements, **10.** Group II, **11.** Study of p-Block Elements, **12.** General Group Discussion, **13.** Group 13 Elements, **14.** Oxygen Family of Elements or Group 14 Elements (Chalcogens), **15.** Elements of Group 15—The Halogens, **16.** Noble Gases or Zero Group Elements



RECENT

CHEMISTRY | Inorganic



ISBN: 9789-38622-1698
450 pg. | 2018 | PB | ₹ 395

Chemistry (Inorganic & Organic) Volume-1

Sonia Ratnani | Shriniwas Gurjar | Sheetal Budhiraja | Hari Mohan Meena



ABOUT THE BOOK

This book has been designed to meet the needs of students enrolled in B.Sc (General), B.Sc (Programme), Life Sciences and Physical Sciences. The contents of the book in accordance with Choice Based Credit System (CBCS) are divided into two sections: Section A (Inorganic Chemistry) and Section B (Organic Chemistry).

Key Features

- In accordance with the syllabus of the latest Choice Based Credit System (CBCS) implemented in University of Delhi and other central Universities.
- Simple Language with Bulleted and Tabular Information.
- Rich in solved questions and illustrations for better understanding of the topic.
- Laboratory Experiments with related discussions and solved viva voce questions are provided.

ABOUT THE AUTHORS

Dr. Sonia Ratnani is employed as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi. She has teaching experience of almost fourteen years. Various national and international publications including books add to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi.

Mr. Shriniwas Gurjar is working as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi since 2009. His knowledge in the subject and teaching experience is conducive of his authorship in organic chemistry books.

Dr. Sheetal Budhiraja has done her Ph.D in the field of Nanotechnology from Department of Chemistry, University of Delhi. She has research experience of around three years in the Department of Radiopharmaceuticals, Institute of Nuclear Medicine and Allied Sciences, DRDO. She has many research publications in reputed international journals. She has a teaching experience of more than ten years and is presently working as assistant professor in Department of Chemistry, Ramjas College, University of Delhi.

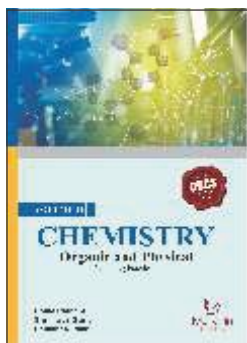
Mr. Hari Mohan Meena is working as an assistant professor in Hansraj College, University of Delhi. With an experience of almost eight years and he has international publications to his credit.

CONTENTS

Section A, 1. Atomic Structure, **2.** Chemical Bonding, **Section B, 3.** Fundamentals of Organic Chemistry, **4.** Stereochemistry, **Laboratory Experiments**, Section A. Inorganic Chemistry, Section B. Organic Chemistry, **Viva Voce Questions**

RECENT

CHEMISTRY | Inorganic



ISBN: 9789-38667-7617
366 pg. | 2018 | PB | ₹ 495

Chemistry (Organic & Physical) Volume-2

Sonia Ratnani | Shriniwas Gurjar | Sheetal Budhiraja | Hari Mohan Meena



ABOUT THE BOOK

The second volume of the chemistry book deals with the organic and physical chemistry topics catering to the undergraduate course (second semester) of CBCS. This primarily meets the requirements of those students who want to prepare themselves for college level chemistry. The course material of volume II is reflected in nine chapters covering functional group chemistry of alkyl halides, aryl halides, alcohols, phenols, ethers and carbonyl compounds. The Physical section of the book incorporates the aspects of thermodynamics and equilibrium in context with chemical reactions. The contents are further supplemented with the respective laboratory experiments as per the curriculum. This book will help them to learn the basics of organic and physical chemistry in a more lucid and systematic way.

ABOUT THE AUTHORS

Dr. Sonia Ratnani is employed as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi. She has teaching experience of almost fourteen years. Various national and international publications including books add to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi.

Mr. Shriniwas Gurjar is working as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi since 2009. His knowledge in the subject and teaching experience is conducive of his authorship in organic chemistry books.

Mr. Hemant Kumar is working as an assistant professor in Department of Chemistry of Ramjas College since four years. He has specialisation in various areas of physical chemistry including a project on fluorescence studies of proteins.

CONTENTS

Section A: Organic Chemistry, **1.** Aromatic Hydrocarbons, **2.** Alkyl and Aryl Halides, **3.** Alcohols, Phenols and Ethers, **4.** Carbonyl Compounds (Aldehydes and Ketones), Section B: Physical Chemistry, **5.** Chemical Energetics, **6.** Chemical Equilibrium, **7.** Ionic Equilibria, Section C: Practicals, **8.** Organic Chemistry Practicals, **9.** Physical Chemistry Practicals



Chemistry of Complex Compounds

D. Banerjee

ABOUT THE BOOK

This is a treatise on important aspects of chemistry of coordination complexes (discussed in chapters 3 and 4) and of the related organometallic compounds (discussed in chapter 5) – their nature, bonding, structures, properties, reactions and applications covered systematically. Knowledge on the nature of chemical bond is essential for understanding the formation and properties of such compounds and this in turn requires knowledge of the electronic configurations of elements; hence these are discussed in the first two chapters.

Metal complexes have a major role in biological systems and this is discussed in chapter 7, while chapter 6 is on mixed ligand complexes which are of relevance to metalloenzyme catalysed reactions in biological systems that involve metalloenzyme-substrate intermediates that are typical mixed ligand (ternary) complexes. Hence, knowledge of the factors governing the stabilities and labilities of such species are of importance and these are covered in chapter-6. Dynamic and mechanistic aspects of reactions of metal complexes are discussed in chapter 8 and photochemical reactions of metal complexes are discussed in chapter 9. These topics adequately cover considerable part of the advance courses in inorganic chemistry prescribed in the university curricula.

In each chapter there are profuse illustrations and fairly exhaustive literature citations, including some of the most recent ones, which will be of immense help to those who intend to pursue research activities in these fields.

There are twelve appendices containing materials of relevance to the text that include semi-conducting polymers of use in the new generation of solar cells, magnetic behaviour of materials, molecular symmetry, and orbital symmetry rules for chemical reactions.

ABOUT THE AUTHOR

D. Banerjee, Ph.D., D.Sc., FAScT, FNASC, C.Chem., FRSC (London) is a distinguished inorganic chemist who was in service (1957-1960, 1964-1970) in the Indian Association for the Cultivation of Science, Kolkata-32, and Calcutta University (1970-1994) at Sir Rashbehary Ghose Professor of Chemistry in the University College of Science, Kolkata-9.

He was a teacher of repute and is an acknowledged authority in coordination chemistry, and initiated and pursued research work in India on the dynamic and mechanistic aspects of reactions of metal complexes including fast reacting systems. He guided Ph.D. research work of 34 students and of a few others associates. He has a total of 130 original research publications in reputed national and international journals, and 100 articles and reviews (mostly in English language and some in Bengali) on scientific, educational and environmental issues. He has published six other advanced level books in the field of inorganic chemistry and is editor of "Coordination Chemistry-20", published by IUPAC, Pergamon Press, Oxford, UK, 1980.

He is a Fellow (Life) of The Royal Society of Chemistry (UK), of the National Academy of Sciences India, a Foundation Fellow of the West Bengal Academy of Science and Technology, Life Member of a few other scientific associations/institutes, a Life Member of the Indian Chemical Society and served as its President in 1988-1989.

He served for several years since 1972 as a member of the International Planning Committee of the International Conferences on Coordination Chemistry (ICCC) and was the Convenor of the 20th ICCC held at Calcutta (now Kolkata) in the year 1979.

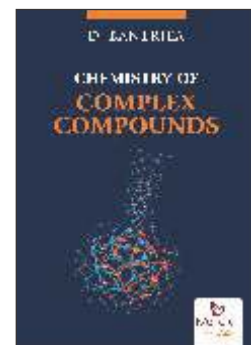
He is recipient of several awards including the Sir P. C. Ray Gold Medal (1948) of St. Xavier's College, Calcutta, and Life Time Achievement Award (2003), conferred jointly by Indian Chemical Society and Bundelkhand University (Jhansi, UP, India).

He travelled widely and delivered invited lectures at several international conferences, institutes and universities in India and many other countries (Australia, Japan, China (PRC), former USSR, Greece, Italy, Poland, Hungary, former Czechoslovakia, France, Germany, Switzerland, Holland, Belgium, Denmark, Sweden, England, Scotland, Canada, USA, Brazil).

He was post-doctoral research fellow at North-Western University, USA (1956) and a visiting professor/visiting scientist at several universities abroad (Japan, China, USSR, Italy, Switzerland, UK, USA) on prestigious sponsorship like JSPS (Japan), British Council and the Royal Society (UK), Fulbright (USA) concerned academy or ministry of the host country.

CONTENTS

1. Atomic Structure and Atomic Spectra, 2. Chemical Bond, 3. Coordination Compounds - I, 4. Coordination Compounds – II, 5. Organometallic and Some Related Compound, 6. Mixed Ligand Complex, 7. Biological Role of Metal Ions and Other Inorganic Species, 8. Mechanisms of Reactions of Metal Complexes and Organometallic Compounds, 9. Photochemical Reactions of Metal Complexes



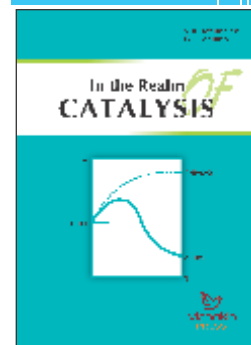
ISBN: 9789-38667-7396
1200 pg. | 2018 | PB | ₹ 3495
Pub. Date: November 2018

In the Realm of Catalysis

V.A. Afanasiev | G.E. Zaikov

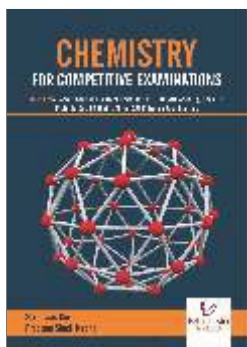
ABOUT THE BOOK

In this popular narrative we have attempted to unveil some 'secrets' of catalytic reactions and to provide illustrations which are more closely related to our own field of research. We have placed special emphasis on the kinetic principles of catalysis. In the discussion of catalysis we considered it necessary to give the reader the basic principles of the theory of chemical catalysis and gave examples of catalysis in biology and in industry. It was not our aim to discuss all aspects of catalysis in chemistry and biology, and in this respect this book is far from being comprehensive.



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114 pg. | 2018 | PB | ₹ 295





ISBN: 9789-38667-7723
645 pg. | 2018 | PB | ₹ 895

Chemistry for Competitive Examinations

Shrinivas Gurjar, Preetam Singh Meena

ABOUT THE BOOK

Chapterwise previous years approx twenty three hundreds (2300) questions with detailed solution to understand the pattern of exams. This book has been divided into 35 chapters strictly according to syllabus of different competitive examinations. The chapters are classified into various subtopics of the three branches of chemistry namely: Inorganic, Organic and Physical Chemistry.

The book provides a good framework and detailed theory of many topics.

Basic and advanced level questions of all topics are covered.

ABOUT THE AUTHORS

Shrinivas Gurjar is working as an Assistant Professor in Department of Chemistry at Ramjas College, University of Delhi. He has rich experience in the field of chemistry. His knowledge of the subject is clearly visible in all organic chemistry books authored by him. He has qualified CSIR-JRF-NET (3 times), GATE, SET and written exam for recruitment of assistant professor conducted by HPSC, RPSC and UKPSC.

Preetam Singh Meena is working as an Assistant Professor, Department of Chemistry at Govt. P.G. College, Karauli, University of Kota. He has about six years of teaching experience in the same field. He has qualified CSIR-JRF-NET, SET and GATE.

CONTENTS

SECTION A: INORGANIC CHEMISTRY 1. Atomic Structure, 2. Chemical Bonding and Periodicity, 3. Co-ordination Chemistry, 4. Chemistry of Non-Transition Elements, 5. Lanthanides and Actinides (F-Block), 6. Solid State, 7. Metallurgy, **SECTION B: ORGANIC CHEMISTRY** 8. Nomenclature of Organic Compounds, 9. Reaction Mechanism, 10. Stereochemistry, 11. Aliphatic Hydrocarbons, 12. Aromatic Hydrocarbons and Their Derivatives, 13. Alcohols, Phenols and Ethers, 14. Carbonyl and Activemethylene Compounds, 15. Carboxylic Acids and Their Derivatives, 16. Nitrogen Containing Compounds, 17. Heterocyclic Chemistry, 18. Carbohydrates, Proteins, Aminoacids and Fats, 19. Vitamins, Drugs, Detergents and Dyes, 20. Polymers, 21. Pericyclic Reactions, 22. Photochemistry, 23. Bio-Inorganic Chemistry, 24. Environmental Chemistry, 25. Spectroscopy, 26. Analytical Chemistry, **SECTION C: PHYSICAL CHEMISTRY** 27. Mole Concept, 28. Quantum Chemistry, 29. Thermodynamics, 30. Chemical Kinetics, 31. Nuclear Chemistry, 32. Colloids and Surface Chemistry, 33. Electrochemistry, 34. Chemical, Ionic Equilibrium and Solutions, 35. Phase Equilibrium



Coordination Chemistry

P.L. Soni | Vandna Soni

ABOUT THE BOOK

This book is divided in two volumes. Volume-1 covers all important nomenclature, theories of bonding and stereochemistry of coordination complexes. The authors have made an effort to inscribe the ideas knowledge, clearly and in an interesting way to benefit the readers. The complexities of Molecular Orbital theory have been explained in a very simple and easy manner.

The second volume deals with transition and inner transition metals. It gives practical shape to the theories and ideas expressed in Part-1. Conceptually, all transition and inner transition elements form complexes which have definite geometry and show interesting properties. General and specific methods of preparation, physical and chemical properties of each element has been discussed at length. Group wise study of elements in d-block series have been explained. Important compounds, complexes and organometallic compounds of metals in different oxidation states have been given explicitly.

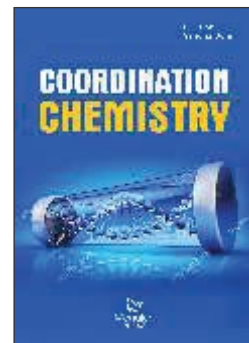
The study of lanthanides and actinides has been covered extensively. General characteristics, physical and chemical properties have been explained in detail. Block wise study of elements is taken up so as to convey every minute detail. Important compounds of different oxidation states have been discussed along with their uses. In 5f-block actinides, preparation of transuranium elements, separation of metals from one another and the last set of element has been detailed adequately. Care has been taken to cover all the important aspects. The elements which are yet to be discovered have been listed and their stability explained. Comparison between the properties of lanthanides and actinides has been clearly spelt out.

This book will strengthen the conceptual and explanatory approach of the readers and complete the circle of knowledge regarding the coordination complexes and transition metals.

ABOUT THE AUTHORS

Dr. PL Soni completed his post-graduation in chemistry in the year 1965 from the Panjab University, Chandigarh under the guidance of Dr. RC Paul. He had a brief stint of two years as a teacher in S.D. College, Ambala Cantt. In the year 1968 he joined ARSD College, University of Delhi as a Lecturer. He was awarded doctorate degree in inorganic chemistry in the year 1980 under the guidance of Professor B.S. Garg, University of Delhi. He served ARSD College for 40 years and held many important, prestigious and responsible positions. He was selected as subject expert by NCERT in 1977-78, and was a member of CBSE syllabus forming committee. He has given lectures and talks on Doordarshan several times. After retirement in 2004 he remained as Director GTBIT, IP University. Besides, he remained subject expert on several selection committees for schools, degree and engineering colleges. He was also on the panel of SSC, Government of India. He served as Professor in PDM College of Engineering, Bahadurgarh and a consultant to Quality Chemicals, Delhi. After retirement he is still in love with the subject and serving vast students community by disseminating knowledge through his books and writings.

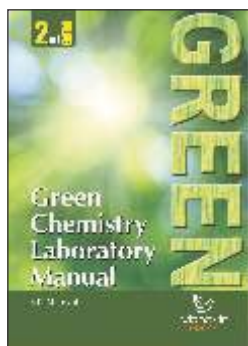
Dr. Vandna Soni, Ph.D. from IIT Delhi, has been teaching at Maharaja Agrasen College, University of Delhi as Assistant Professor for over a decade. She has been constantly developing e-content and e-labs for undergraduate courses for DU Portal. She was deputed to institute of Life Long Learning, University of Delhi as Fellow in Chemistry in 2009-10 to develop chemistry e-content, e-labs and value addition content for B.Sc. (H) and B.Sc. Programme. She has contributed as author for CBSE-i curriculum and content design. She has been involved in interdisciplinary undergraduate research projects founded by University of Delhi under innovation scheme and star innovation scheme. Besides, she has been contributing towards development of e-content for Post-graduate courses in e-PG Pathshala project founded by MHRD.



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CHEMISTRY | Organic



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172 pg. | 2017 | HB | ₹ 395

Green Chemistry Laboratory Manual (2nd Edition)

VK Ahluwalia

ABOUT THE BOOK

It is extremely important that chemistry students need to be introduced to green chemistry so that they can understand the positive impact it can have on human health and the environment. With this idea in mind, the book entitled 'Green Chemistry Laboratory Manual' has been compiled. This manual will be of immense use to all chemistry students, researchers & academicians at all levels. It gives a brief introduction to green chemistry explaining why green chemistry is necessary.

As per suggestions of a number of teachers, about 20 new green preparations have been added. A new section on organic synthesis by grinding of the reagents has been incorporated. Some miscellaneous organic synthesis like cyclohexyl acetate, tetrabutylammonium chromate, trans-1,2 cyclohexane diol, cis-2-cyclopentone-1, 4-diol have been added. The last synthesis, viz, cis-2-cyclopentene-1, 4-diol has been carried out using singlet oxygen.

Salient features

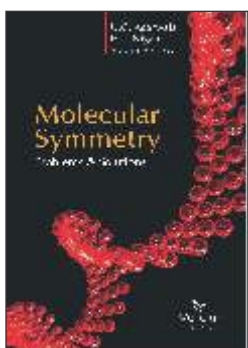
- The twelve principles of green chemistry have been discussed in brief.
- The planning of green synthesis has been incorporated and typical green preparations given. These include atom economical reactions, reactions in water, supercritical carbon dioxide, ionic liquids, polyethylene glycol, solid state, photoinduced organic synthesis, enzymatic transformations, use of microwave irradiation and sonication in organic synthesis, and organic synthesis by grinding of the reagents.
- The use of renewable starting materials has also been discussed

CONTENTS

1. Introduction, 2. Why Green Chemistry is Necessary, 3. Understanding the Twelve Principles of Green Chemistry, 4. Generalisation of the Twelve Principles of Green Chemistry, 5. Planning a Green Synthesis, 6. Green Preparations, *Index*

Organic, Inorganic & Physical Chemistry | Particle & Nuclear Physics | Atomic & Molecular Physics

CHEMISTRY | Organic



ISBN: 9789-38437-0282
326 pg. | 2016 | HB | ₹ 1295

Molecular Symmetry Problems & Solutions

U.C. Agarwala | H.L. Nigam | Sudha Agrawal

ABOUT THE BOOK

Molecular symmetry studies have been very important in unraveling the structure and bonding properties of chemical compounds but these necessarily require grasping ideas with mathematical rigour. Solving related problems would positively catalyse students' thinking to appreciate the intricacies and complexities inherent in the subject.

Molecular Symmetry through Problems & Solutions is designed on this base model. It aims to guide students' understanding of a difficult subject by leading through a series of problems and solutions increasing in complexity at regular intervals. The book, hence, presents the subject of Molecular Symmetry through a question – answer format that is supplemented by figures, structures, and illustration to support the comprehension of the students.

ABOUT THE AUTHORS

Prof UC Agarwala holds a Master's Degree from Allahabad University and a Ph.D. from Boston University. He has been a member of research groups headed by the Nobel Laureate; Prof. H. Taube's at Chicago University, USA and at McMaster University, Canada.

Subsequently, Prof Agarwala took up the Head of the Department position at IIT Kanpur. He is also credited for starting a number of courses at IIT Kanpur including "Symmetry Applied to Chemistry" for M.Sc. and Ph.D. students. Prof. Agarwala has also guided multiple Ph.D. students and published numerous research papers in national and international journals. Prof. Agarwala is a fellow of the Indian National Science Academy and has authored several books on the subject.

Prof HL Nigam holds a Master's Degree and a D.Phil from Allahabad University along with a Ph.D from the University College, London. He has worked with luminaries in chemistry like Prof NR Dhar and Prof. Sir Ronald Nyholm, F.R.S. He is a fellow of the Indian National Science Academy and National Academy of Sciences. Subsequently, he joined the Allahabad University Chemistry Department where he guided many Ph.D. students and wrote over 150 original research papers in national and international journals. He had a brief stay at Devi Ahilya Indore University as Prof & Head of the Chemistry Department. Prof Nigam has been the Vice-Chancellor of APS University, Rewa, the Honorary Editor of Indian Journal of Chemistry and the President of the Indian Chemical Society, having won several National Research Prizes in Chemistry.

Dr Sudha Agrawal, is an academican who has taught at both, the undergraduate and the postgraduate level at the PPN College, Kanpur. She has contributed a variety of research articles in international journals on the subject of the study of curing and rheological behavior of vinyl esters.

CONTENTS

1. Introduction, 2. Molecular Symmetry Elements and their Symmetry Operations, 3. Products of Symmetry – Operations (Multiplication Tables) and other Related Concepts, 4. Points Groups – Sub Groups Classes and other Related Properties, 5. Representation of Point Groups, 6. Irreducible Representations, Their Properties and the Great Orthogonality Theorem Character Tables, 7. Direct Products and Vanishing Integral, 8. Eye for Judging of Understanding Symmetry, *Appendix-Test Papers*



BY THE SAME AUTHORS

Prof UC Agarwala holds a Master's Degree from Allahabad University and a Ph.D. from Boston University. He has been a member of research groups headed by the Nobel Laureate; Prof. H. Taube's at Chicago University, USA and at McMaster University, Canada. Subsequently, Prof Agarwala took up the Head of the Department position at IIT Kanpur. He is also credited for starting a number of courses at IIT Kanpur including "Symmetry Applied to Chemistry" for M.Sc. and Ph.D. students. Prof. Agarwala has also guided multiple Ph.D. students and published numerous research papers in national and international journals. Prof. Agarwala is a fellow of the Indian National Science Academy and has authored several books on the subject.

Prof H.L. Nigam holds a Master's Degree and a D.Phil from Allahabad University along with a Ph.D from the University College, London. He has worked with luminaries in chemistry like Prof NR Dhar and Prof. Sir Ronald Nyholm, F.R.S. He is a fellow of the Indian National Science Academy and National Academy of Sciences. Subsequently, he joined the Allahabad University Chemistry Department where he guided many Ph.D. students and wrote over 150 original research papers in national and international journals. He had a brief stay at Devi Ahilya Indore University as Prof & Head of the Chemistry Department. Prof Nigam has been the Vice-Chancellor of APS University, Rewa, the Honorary Editor of Indian Journal of Chemistry and the President of the Indian Chemical Society, having won several National Research Prizes in Chemistry.

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CHEMISTRY | Organic

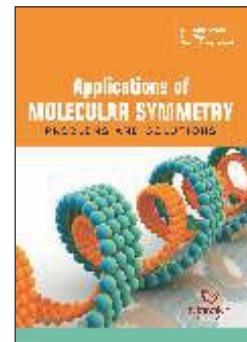
RECENT

Applications of Molecular Symmetry Problems & Solutions

U.C. Agarwala | H.L. Nigam | Sudha Agrawal

ABOUT THE BOOK

Nature exhibits symmetries on all scales ranging from cosmological to atomic particle. Some are obvious, some hidden. These are fertile as unifying, classifying and simplifying agents in scientific studies. Though these are enjoying, their theoretical and mathematical nature is conceptually complex and abstract because of their links with group theory. The latter—mathematical language of symmetry—is usually presented in terms of "Hard to Grasp" abstract axioms. But whatever be the nature of group theory-concept, it and symmetry are inseparable, it defines "Symmetry". Because symmetry arguments are such a powerful tool in teaching, and research, especially in science, an understanding of the basic concepts of symmetry in group theory concepts will be a great to students. A book is needed that deals with the basics of symmetry in terms of Group Theory, so that the students could develop an understanding in the field. With these thought in mind, we wrote a book "Book One" dealing only the fundamentals of the basics of symmetry. Basics without applications have no meaning. The applications of symmetry are innumerable. There is hardly any areascientific or non-scientific—where symmetry does not peep in. A book on the applications will be an impossibility to write. However, an attempt can be made to write a book on its applications dealing only a few important disciplines. A selection of topics to be included in an introductory book for chemists is inevitable. We, therefore, chose a few topics that might be interesting to chemists present book is an outcome of that concept.



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548 pg. | 2017 | HB | ₹ 1295

CONTENTS

1. Dipole Moments and Isomerisms (Optical), 2. Vibrational Motions, 3. Molecular Orbital Theory (MO), 4. Molecular Orbitals of [Ax]-Type Molecules, 5. Ligand Field Theory, 6. Double Groups, 7. Space Groups Crystal Symmetry, 8. Reaction Mechanism (Organic and Inorganic), 9. Magnetic Point Group (Colour Groups), (Antisymmetric Point Groups), Appendix

CHEMISTRY | Organic

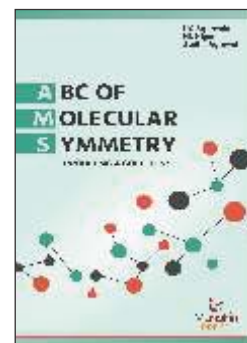
FORTHCOMING

ABC of Molecular Symmetry Problems & Solutions

U.C. Agarwala | H.L. Nigam | Sudha Agrawal

ABOUT THE BOOK

The influence of symmetry on scientific vision of descriptive science, especially chemistry is profound. It binds chemistry together into a coherent whole. It aids not only in unraveling the structures and bondings of chemical compounds but also in showing a relationship of electronic structure with their reactivities. It makes the study of symmetry a "Must" for all the students majoring in chemistry. But these studies necessarily involve grasping ideas with mathematical rigor which are given in a number of available books. This demands on the students some pre-knowledge of mathematics, especially of linear algebra. Unfortunately it becomes deterrent for mathematical frightened students. A need is therefore felt for a very elementary booklet on symmetry free as far as possible from mathematical details for those who become nervous by mathematical jargons. Our endeavor in the present book is to keep the matter on symmetry mainly qualitative. The emphasis is more on the physical principles rather than on mathematical details. Attempts throughout is made to derive the principles by giving proper examples. The justifications of principles are through various different types of examples. We sincerely hope that the approach might possibly help the readers in creating an interest to study symmetry.



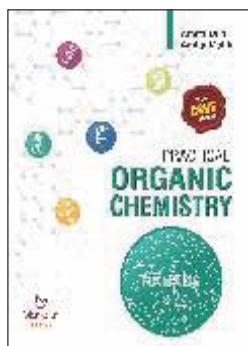
ISBN: 9789-38437-0893
178 pg. | 2019 | PB | ₹ 595
Pub. Date: September 2019

CONTENTS

1. What is Symmetry, 2. Symmetry Elements and Operations, 3. Relationships among Operations Defining Molecular Symmetry, 4. Representations (Reducible and Irreducible). Direct Products, 5. Some Applications of Symmetry



CHEMISTRY | Organic



ISBN: 9789-38437-0428
264 pg. | 2017 | PB | ₹ 495

Practical Organic Chemistry

Amita Dua | Amita Malik



ABOUT THE BOOK

The book has been written to provide assistance to the undergraduate students of various Universities. The Organic Practicals have been written taking care of the green route to synthesis in organic chemistry and minimum use of chemicals. The book covers synthesis of organic derivatives of compounds with different functional groups. Methodology have been given in detail for carrying out systematic functional group analysis and estimation of functional group analysis. The book covers basic principles of crystallisation, application and importance of melting/boiling point determination in detail. Chromatographic separation by different chromatographic techniques involving paper, thin layer and column are described. Isolation of active components from different sources and identification of organic compounds by IR and NMR techniques have been covered.

The book is very comprehensive covering all aspects from calculations for preparation of reagents to observations and writing of results. "Practicals made easy" is the slogan of the book. Efforts have been put in to simplify each step to help in solving difficulties generally faced during experimentation. This would thus provide in depth understanding to the students with the habit of scientific reasoning.

ABOUT THE AUTHORS

Dr. Amita Dua is a post graduate and doctorate from Department of Chemistry, University of Delhi. She is a faculty member of the Department of Chemistry at Dyal Singh College, University of Delhi. She has teaching experience of more than a decade. Her papers have received space in various reputed national and international journals. She had specialisation in the area of Physical Chemistry. Her lengthy experience and knowledge is reflected in her book on Quantum Chemistry and Practical Chemistry for undergraduates which has received much applaud. She has real understanding of the needs of the students and has tried to bring it out in her books.

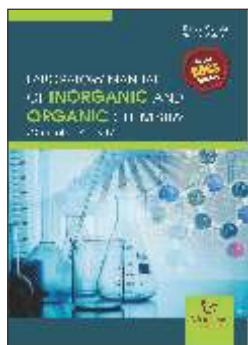
Dr. Amita Malik has done her post graduation from Indian Institute of Technology, Delhi and Ph.D from University of Delhi. She has a research experience of more than twenty years at Shriram Institute for Industrial Research and at present teaching at the Department of Chemistry, Dyal Singh College, University of Delhi. She has many patents and research publications. She has worked on projects which has received both national and international awards. From past many years, she is teaching Organic Chemistry and Green Chemistry to the undergraduates. Her knowledge and experience have been put together in writing the book.

CONTENTS

1. Purification of Organic Compounds by Crystallisation, 2. Experimental Method to Determine Melting Point, 3. Experimental Method to Determine Boiling Point, 4. Chromatography, 5. Functional Group Analysis of Organic Compounds, 6. Oxidation, 7. Reduction, 8. Hydrolysis, 9. Addition, 10. Halogenation, 11. Nitration, 12. Acylation, 13. Amides and Anilides, 14. Diazotisation and Coupling, 15. Extraction, 16. Name Reactions, 17. Methylation, 18. Methylation, 19. Organic Estimations, 20. Avogadro's Number, 21. Infrared Spectroscopy, 22. Problems Based on IR, *Annexure*

RECENT

CHEMISTRY | Organic



ISBN: 9789-38622-1681
196 pg. | 2018 | PB | ₹ 395

Laboratory Manual of Inorganic & Organic Chemistry : (Qualitative Analysis)

Kalpa Mandal | Sonia Ratnani



ABOUT THE BOOK

Chemistry being an experimental science is incomplete without laboratory experiments. Qualitative chemical analysis deals with identification of substances or sample under examination. Methods of analysis are basically classified into two categories: Qualitative Inorganic Analysis and Qualitative Organic Analysis. Such analysis, which is based on observations, is fast, easy and economical. This manual deals with the qualitative analysis of inorganic mixtures and analysis of an organic compound. The book caters to the needs of undergraduate science students enrolled in B.Sc Programme (Physical Sciences/Life Sciences), B.Sc Chemistry (Hons.), B.Sc Biochemistry, B.Sc Industrial chemistry and B.Tech Students, where analysis forms a major part of their curriculum. Green methods of analysis wherever applicable have been incorporated.

ABOUT THE AUTHORS

Kalpa Mandal did her Ph.D in chemistry from Jai Narayan Vyas University, Jodhpur. She is presently working as an Assistant professor in department of chemistry, Dyal Singh college, University of Delhi. She has taught for almost a decade in Maharani Sudarshan college, Bikaner, Rajasthan. She has published research papers in various national and international journals. She has also guided

undergraduate students in two innovation projects funded by University of Delhi.

Sonia Ratnani did her Ph.D in chemistry from University of Delhi. Presently she is working as an assistant professor in department of chemistry, Ramjas College, University of Delhi. She has teaching experience of almost 14 years. She has various research papers published in national and international journals, as well as books, which adds to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi. patents and research publications. She has worked on projects which has received both national and international awards. From past many years, she is teaching Organic Chemistry and Green Chemistry to the undergraduates. Her knowledge and experience have been put together in writing the book.

CONTENTS

1. Qualitative Inorganic Analysis, 2. Analysis of Cations (Basic Radicals), 3. Qualitative Organic Analysis, Index



Advanced Experimental Organic Chemistry

V.K. Ahluwalia | Sunita Dhingra

ABOUT THE BOOK

The book entitled "Advanced Experimental Organic Chemistry" has been written for under-and post-graduate students keeping in mind the curriculum of chemistry laboratory in all the universities. We have made an effort to present this book in a simple way and hope this will find a place in all the laboratories, libraries and in the book shelf of academicians and students.

The book which in itself is more of a lab manual has a multi-scale approach & delves on all key topics of the subject like qualitative organic analysis, spectroscopic identification of organic compounds, preparation of organic compounds, isolation of some natural compounds, quantitative estimations and chromatography techniques used for purification, separation of organic compounds. Inclusion of some procedures like spot tests for detection of extra elements and functional groups, a few procedures for microwave assisted reactions, use of carbon dioxide for isolation of some compounds etc. and a comprehensive list of questions at the end of each chapter are additional features of the book.

ABOUT THE AUTHORS

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects.

He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research, University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reactions is winner of 2009 Choice Award for an Outstanding Academic Title.

Sunita Dhingra worked as Associate Professor of Chemistry, Miranda House, University of Delhi and has taught for more than four decades. Presently, she is associated with promotion of Green Chemistry at Miranda House, University of Delhi.

CONTENTS

Safe Practices in the Laboratory, **1.** Qualitative Organic Analysis, **2.** Spectroscopy, **3.** Preparation of Organic Compounds, **4.** Isolation of Natural Products, **5.** Estimations, **6.** Chromatography, **7.** Tables of Organic Compounds and their Derivatives, *Index*



ISBN: 9788-19295-9894
566 pg. | 2017 | HB | ₹ 1595

Organic Synthesis: A Treatise

V.K. Ahluwalia

ABOUT THE BOOK

Organic synthesis is most important to an organic chemist. It is an essential component for the synthesis of various types of organic compounds like drugs, antibiotics, medicinally important compounds, amino acids, peptides, proteins, dyes, cosmetics, agrochemicals, plastics and a large number of compounds having diverse applications.

Though a large number of books, monographs, reviews and various journals have described organic synthesis but a comprehensive account is lacking. It is well known that new reactions, reagents and catalysts are being discovered at a fast rate. With this idea in mind, it is proposed to write a book on organic synthesis to cover a comprehensive account dealing with all aspects of organic synthesis. This book is a perfect primer for students of organic chemistry and can also be an ideal book for teachers & academicians. The book provides comprehensive information about various aspects of organic synthesis.

The book covers a host of topics. These include named and unnamed reactions. As far as possible, green conditions are given for most of the reactions. Other topics include organic reagents useful for organic synthesis and a host of other methods useful for organic synthesis. It is hoped that this book will be of immense use to all students of chemistry at various levels including scientist working in various chemical industries.

ABOUT THE AUTHOR

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and MPhil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects. He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry, and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reaction is winner of 2009 Choice Award for an Outstanding Academic Title.

CONTENTS

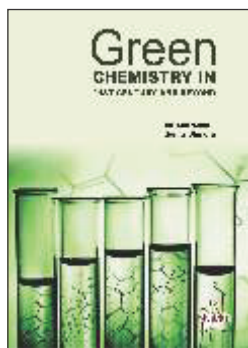
Unit I: Name Reactions, 1. Name Reactions, **Unit II: Unnamed Reactions, 2.** Unnamed Reactions, **3.** Rules for Organic Synthesis, **Unit III: Reagents, 4.** Reagents, **Unit IV: Miscellaneous Methods of Organic Synthesis, 5.** Oxidation, **6.** Reduction, **7.** Phase Transfer Catalysts, **8.** Crown Ethers, **9.** Sonication, **10.** Hydroboration, **11.** Epoxidations, **12.** Electrochemical Synthesis, **13.** Chemoselective Synthesis, **14.** Stereoselective Synthesis, **15.** Retereo Synthesis, **16.** Combinatorial Chemistry, **17.** Interconversion of Functional Groups. *Appendices, Index.*



ISBN: 9789-38437-0213
840 pg. | 2017 | HB | ₹ 2495



CHEMISTRY | Organic



ISBN: 9789-38437-0480
632 pg. | 2017 | HB | ₹ 1895

Green Chemistry in 21st Century and Beyond

V.K. Ahluwalia | Sunita Dhingra

ABOUT THE BOOK

This book is written for undergraduate, postgraduate and research scholars and for students of Engineering Colleges and Environmental Studies. The most important is its use to chemists all over the globe working in research and development using of various industries dealing with chemicals in 21st century and beyond.

Salient Features:

- Organic transformations using green solvents.
- Procedures dealing with minimizing the use of energy.
- Use of green reagents in organic transformations.
- A discussion on Industries like pharmaceuticals
- Solventless Organic transformations.
- Use of catalysts in organic transformations.
- Green Fuels.
- polymer and agricultural chemicals.

ABOUT THE AUTHORS

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects.

He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research, University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reactions is winner of 2009 Choice Award for an Outstanding Academic Title.

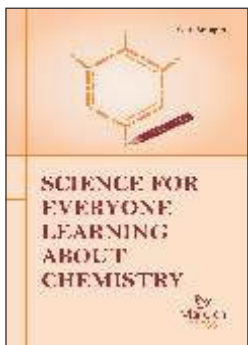
Sunita Dhingra worked as Associate Professor of Chemistry, Miranda House, University of Delhi and has taught for more than four decades. Presently, she is associated with promotion of Green Chemistry at Miranda House, University of Delhi.

CONTENTS

1. Introduction to Green Chemistry, 2. Organic Transformations in Water, 3. Transformations in Ionic Liquids, 4. Transformations in Super Critical Carbon Dioxide, 5. Transformations in Polyethylene Glycol and its Solutions, 6. Transformations in Fluorous Solvents, 7. Miscellaneous Green Solvents, 8. Solvent-free Organic Transformations, 9. Microwave Assisted Organic Transformations, 10. Ultrasound Assisted Organic Transformations, 11. Photochemical Organic Transformations, 12. Organic Transformations using Phase Transfer Catalysts, 13. Biocatalytic Transformations, 14. Organic Transformations using Supported Catalysts, 15. Organic Transformations using Green Reagents, 16. Organic Transformations using Renewable Starting Materials, 17. Electrochemical Synthesis, 18. Pharmaceutical Industries, 19. Polymer Industry, 20. Agricultural Chemicals, *Index*

RECENT

CHEMISTRY | Organic



ISBN: 9789-38667-7105
236 pg. | 2018 | PB | ₹ 495

Science for Everyone Learning About Chemistry

G.B. Shul'pin

ABOUT THE BOOK

This book is about chemistry, one of the most important sciences studied by humanity. It consists of a series of essays, each considering one field of chemistry, or a key notion, or an important compound. A feature of this book is that each essay is accompanied by descriptions of simple experiments, which can easily be performed at home. Some of the principles by which experimental data are processed, are considered, and the reader will see how the properties of unstudied substances can be predicted. Far from all branches of chemistry are covered within this small book. Nevertheless, the book touches upon many fields of chemistry, such as inorganic, organic, physical, colloid, biological, analytical and stereo-chemistry branches. The book will be of interest to senior pupils and chemistry teachers.

CONTENTS

1. Chemistry: the Science of Molecular Transformations, 2. The Rate of Chemical Transformations About Catalysis, 3. How Much Iron Is There in Tap Water?, 4. Chemical Reactions and an Electric Current, 5. Rust as Seen by a Chemist, 6. A Substance on the Surface or the Chemistry of Laundering, 7. Why Is the Sky Blue?, 8. Chemistry and Light, 9. Yellow Dye from Black Carbon, 10. Perfume from Naphthalene, 11. The "Black Box" of Chemical Transformations, 12. Chemical Puzzles and Paradoxes, 13. Plasticine Electron Clouds, 14. Theoretical Predictions, 15. Types of Polymers, 16. Why Is Rubber Elastic?, 17. Our Food, 18. Vitamins and Chemistry, 19. Experiments with Medicines, 20. Why Are Poisons Toxic?



Organic Chemistry (Volume-2)

Ishwar Dutt Vats | Sneh Lata

ABOUT THE BOOK

Comprehensive Organic Chemistry book is mainly written as a preparatory text for undergraduate students of chemistry for both honours and general. The book is mainly divided in four chapters with further sub-divisions as per the contents.

Key Features:

1. The language of book is easy to understand and content are written in continuity, making the reader more comfortable in moving from one topic to another.
2. The book is strictly according to syllabus for Choice Based Credit System (CBCS) implemented in all central universities of India including University of Delhi.
3. The book provides detailed reaction mechanism in each chapter.
4. The book provides concise and effective discussion on included contents.
5. Book also provides supporting data in the form of illustrations, tables and reactions to make the topic simpler to understand.
6. It also includes solved problems of related topics from previous years question papers.
7. It provides exercise at the end of each chapter for practice.
8. Book includes large number of solved questions in various chapters.

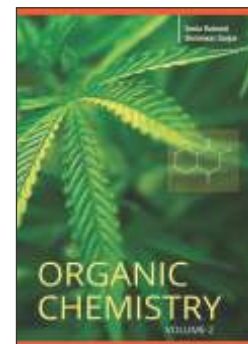
ABOUT THE AUTHORS

Dr. Ishwar Dutt Vats did his B.Sc in Chemistry (Hons) in 2002 from Acharya Narendra Dev College, M.Sc in Organic Chemistry in 2004 from Hansraj College and doctorate in Chemistry in 2009 from Department of Chemistry, University of Delhi. During his doctorate research, he worked in medicinal chemistry specifically in peptide chemistry and analgesics. During these efforts, he published several research publications in peer reviewed international journals like European Journal of Pain, European Journal of Pharmacology, Journal of Neuroscience Research, Neuropeptides, Journal of Cardiovascular Pharmacology. His research interest have been the areas of peptide and synthetic organic chemistry. He has received several grants from University Grant Commission (UGC), Council of Scientific and Industrial Research (CSIR) and University of Delhi. He is the member of several chemical societies like Indian Peptide Society, Indian Science Congress Association and Indian Society of Analytical Scientists. Before joining as assistant professor in University of Delhi, he worked as Research Scientist in Panacea Biotec Ltd., at Biopharmaceutical Research Centre, New Delhi. After that he has six years of experience in teaching undergraduate honours and program course students in various colleges of Delhi University. Presently, he is working as Assistant Professor in Department of Chemistry, Deshbandhu College, University of Delhi.

Dr. Sneh Lata did her B.Sc in Chemistry (Hons) in 2002 from Daulat Ram College, M.Sc in Organic Chemistry in 2004 from Miranda House and doctorate in Chemistry in 2009 from Department of Chemistry, University of Delhi. During her doctorate, she worked in synthetic organic chemistry especially on Bio-mimetic compounds. She had also published several research publications in peer reviewed international journals. She is also the member of Indian Peptide Society and Indian Science Congress Association. After that she has five years of experience in teaching undergraduate honours and program course students in College of Delhi University. Presently, she is working as Assistant Professor in Department of Chemistry, Atma Ram Sanatan Dharama College, University of Delhi.

CONTENTS

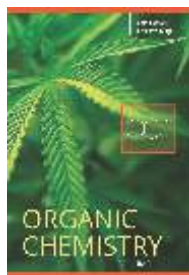
UNIT - I Alkyl Halides, Aryl Halides, 1. Alkyl Halides, 2. Aryl Halides, UNIT - II Alcohols, Phenols, Ethers and Epoxides, 3. Alcohols, 4. Phenols, 5. Ethers and Epoxides, UNIT - III Carbonyl Compounds, 6. Carbonyl Compounds, UNIT - IV Carboxylic Acid and Their Derivatives, 7. Carboxylic Acids, 8. Derivatives of Carboxylic Acids, 9. Substituted Acids,



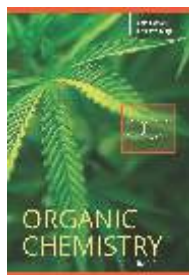
ISBN: 9789-38437-0619
364 pg. | 2017 | PB | ₹ 595

FORTHCOMING

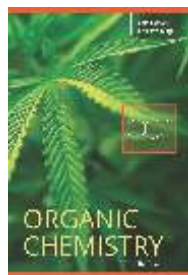
Volume-1



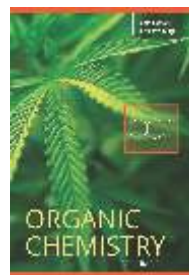
Volume-3



Volume-4

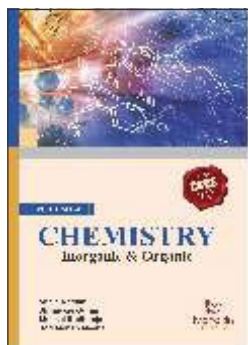


Volume-5



RECENT

CHEMISTRY | Organic



ISBN: 9789-38622-1698
450 pg. | 2018 | PB | ₹ 395

Chemistry (Inorganic & Organic) Volume-1

Sonia Ratnani | Shriniwas Gurjar | Sheetal Budhiraja | Hari Mohan Meena



ABOUT THE BOOK

This book has been designed to meet the needs of students enrolled in B.Sc (General), B.Sc (Programme), (Life Sciences), (Physical Sciences). The contents of the book in accordance with Choice Based Credit System (CBCS) are divided into two sections: Section A (Inorganic Chemistry) and Section B (Organic Chemistry).

Key Features

- In accordance with the syllabus of the latest Choice Based Credit System (CBCS) implemented in University of Delhi and other central Universities.
- Simple Language with Bulleted and Tabular Information.
- Rich in solved questions and illustrations for better understanding of the topic.
- Laboratory Experiments with related discussions and solved viva voce questions are provided.

ABOUT THE AUTHORS

Dr. Sonia Ratnani is employed as an Assistant professor in Department of Chemistry of Ramjas College University of Delhi. She has teaching experience of almost fourteen years. Various national and international publications including books add to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi.

Mr. Shriniwas Gurjar is working as an Assistant Professor in Department of Chemistry of Ramjas College in University of Delhi since 2009. His knowledge in the subject and teaching experience is conducive of his authorship in organic chemistry books.

Dr. Sheetal Budhiraja has done her Ph.D in the field of Nanotechnology from Department of Chemistry, University of Delhi. She has research experience of around three years in the Department of Radiopharmaceuticals, Institute of Nuclear Medicine and Allied Sciences, DRDO. She has many research publications in reputed international journals. She has a teaching experience of more than ten years and is presently working as Assistant Professor in Department of Chemistry, Ramjas College, University of Delhi.

Mr. Hari Mohan Meena is working as an assistant professor in Hansraj College, University of Delhi. With an experience of almost eight years and has international publications to his credit.

CONTENTS

Section A, 1. Atomic Structure, 2. Chemical Bonding, **Section B**, 3. Fundamentals of Organic Chemistry, 4. Stereochemistry, **Laboratory Experiments**, Section A. Inorganic Chemistry, Section B. Organic Chemistry, **Viva Voce Questions**

Science | Chemistry | Organic Chemistry | Practicals | Qualitative | Quantitative

NEW

CHEMISTRY | Organic



ISBN: 9789-38437-0947
232 pg. | 2017 | PB | ₹ 595

Lab Manual of Qualitative and Quantitative Analysis

Darshan Singh



ABOUT THE BOOK

The objective of this book is to provide information about the basic knowledge of organic chemistry practicals at undergraduate level. It consists of three units namely synthesis of organic compounds, estimation of organic compounds and functional group analysis with their derivative preparation in a simple way. This book contains 35 preparations with their reaction, mechanism and procedure. Each exercise has been written in a student friendly way.

ABOUT THE AUTHOR

Dr. Darshan Singh has been teaching organic chemistry to various undergraduate classes in the department of Chemistry, Daulat Ram College, University of Delhi, since 2005. She has 11 research papers to her credit in many national and international journals of repute. She has also presented various papers in many national and international conferences. She is an avid researcher engaged in 3 projects funded by University of Delhi out of which one is completed & others are progressing well. She is also a co-author of a book "science and life".

CONTENTS

1. Qualitative Inorganic Analysis, 2. Analysis of Cations (Basic Radicals), 3. Qualitative Organic Analysis



Chemistry for Competitive Examinations

Shriniwas Gurjar, Preetam Singh Meena

ABOUT THE BOOK

Chapterwise previous years approx twenty three hundreds (2300) questions with detailed solution to understand the pattern of exams. This book has been divided into 35 chapters strictly according to syllabus of different competitive examinations. The chapters are classified into various subtopics of the three branches of chemistry namely: Inorganic, Organic and Physical Chemistry.

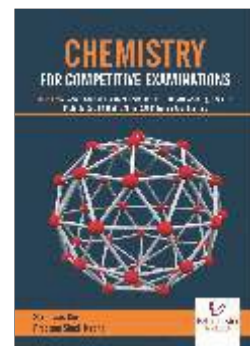
The book provides a good framework and detailed theory of many topics.

Basic and advanced level questions of all topics are covered.

ABOUT THE AUTHORS

Shriniwas Gurjar is working as an Assistant Professor in Department of Chemistry at Ramjas College, University of Delhi. He has rich experience in the field of chemistry. His knowledge of the subject is clearly visible in all organic chemistry books authored by him. He has qualified CSIR-JRF-NET (3 times), GATE, SET and written exam for recruitment of assistant professor conducted by HPSC, RPSC and UKPSC.

Preetam Singh Meena is working as an Assistant Professor, Department of Chemistry at Govt. P.G. College, Karauli, University of Kota. He has about six years of teaching experience in the same field. He has qualified CSIR-JRF-NET, SET and GATE.



ISBN: 9789-38667-7723
645 pg. | 2018 | PB | ₹ 895

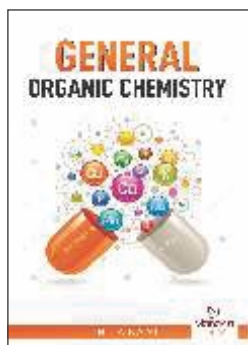
CONTENTS

SECTION A: INORGANIC CHEMISTRY 1. Atomic Structure, 2. Chemical Bonding and Periodicity, 3. Co-ordination Chemistry, 4. Chemistry of Non-Transition Elements, 5. Lanthanides and Actinides (f-Block), 6. Solid State, 7. Metallurgy, **SECTION B: ORGANIC CHEMISTRY** 8. Nomenclature of Organic Compounds, 9. Reaction Mechanism, 10. Stereochemistry, 11. Aliphatic Hydrocarbons, 12. Aromatic Hydrocarbons and Their Derivatives, 13. Alcohols, Phenols and Ethers, 14. Carbonyl and Activemethylene Compounds, 15. Carboxylic Acids and Their Derivatives, 16. Nitrogen Containing Compounds, 17. Heterocyclic Chemistry, 18. Carbohydrates, Proteins, Aminoacids and Fats, 19. Vitamins, Drugs, Detergents and Dyes, 20. Polymers, 21. Pericyclic Reactions, 22. Photochemistry, 23. Bio-Inorganic Chemistry, 24. Environmental Chemistry, 25. Spectroscopy, 26. Analytical Chemistry, **SECTION C: PHYSICAL CHEMISTRY** 27. Mole Concept, 28. Quantum Chemistry, 29. Thermodynamics, 30. Chemical Kinetics, 31. Nuclear Chemistry, 32. Colloids and Surface Chemistry, 33. Electrochemistry, 34. Chemical, Ionic Equilibrium and Solutions, 35. Phase Equilibrium



FORTHCOMING

CHEMISTRY | Organic



ISBN: 9789-38667-7778
295 pg. | 2019 | PB | ₹ 695
Pub. Date: November 2018

General Organic Chemistry

Gita Rani

ABOUT THE BOOK

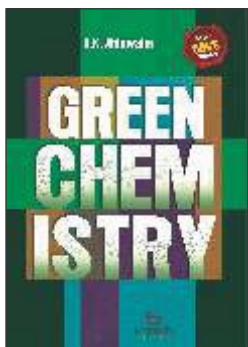
This book is about General Organic Chemistry. It includes synthesis, properties and applications of various organic compounds. It also includes polymers and biomolecules. It has mechanisms of large number of name reactions in it.

ABOUT THE AUTHOR

Gita Rani, Author of this book, did her P.G. from M.D. University, Rohtak and then qualified NET examination conducted by UGC-CSIR, New Delhi. She has also done M.Phil. and Ph.D. in Chemistry in the field of Conducting Polymers. She has authored a book, "Conducting Plastics". She has guided many students of M.Sc. and M.Phil. for their project work and dissertation. She is also guiding Ph.D. scholars. She has published number of research papers in Journals of National and International repute. She is life time member of various bodies like, Youth Hostels Associates of India (YHAI), Indian Society of Analytical Scientists (ISAS, Delhi Chapter), The Indian Science Congress Association (ISCA), Asian Polymer Association (APA) etc. She has presented her research papers in various National and International conference in India and abroad.

FORTHCOMING

CHEMISTRY | Organic



ISBN: 9789-38667-7976
175 pg. | 2019 | PB | ₹ 495
Pub. Date: November 2018

Green Chemistry

V.K. Ahluwalia

ABOUT THE BOOK

The book entitled Green Chemistry has been compiled as per recommendation of choice based credit system. It is expected that this book will be especially useful for students to understand the basic concepts of Green Chemistry.

- Any suggestions from readers is most welcome and will be gratefully acknowledged.
- The author is thankful to all its help reduced in the publication of this book.
- Besides this its following have also been incorporated
- Accidents for not following the principles & Green Chemistry
- Benign Green Solvents
- Solvent free reaction
- Energy requirement for chemical reactions
- Catalytic Reagents
- Some examples of Green Synthesis
- Future trends in Green Chemistry



- Green Preparations
- Multiple choice questions
- Short answer questions

ABOUT THE AUTHOR

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and MPhil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects. He has also worked as a Post- Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry, and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reaction is winner of 2009 Choice Award for an Outstanding Academic Title.



Bio-degradable Polymers

Materials and their Structures

Manjari Sharma

OVERVIEW

This book is about development of biodegradable polymers alternatives, which are required to save our reserves of fossil fuels and to save our mother earth from further environmental degradation. Petrochemical resources on earth are depleting day by day due to excessive usage. We use polymers in every aspect of our life and we have become highly dependent on them. In last two decades emphasis was on to develop stronger polymeric materials, which are unaffected even by the harsh environmental conditions, but now there is paradigm shift in approach i.e. Petrochemicals to Potato, because disposal of petrochemical based polymers is still an issue and something out of Potato as a substitute to Polymers is a nature to nature approach. Research has shifted now to prepare biodegradable polymers, which possess the equal capabilities as of synthetic polymer, so that items prepared by this material remain useful throughout their useful life time and thereafter, they would biodegrade without much effort in an environmentally sound manner.

There is a race to find the best alternative having lowest cost and having more or less similar capacity as that of petrochemical resource based polymers. Alternatives are there but cost economics of sustainability does not permit us to adopt them. These alternatives have been derived from natural resources, which have been modified scientifically. These modifications are possible because of advanced technologies available & capabilities where it is possible to identify each resource, based on its property, modification and alternatives. Research continued so far has moved into a right direction without any doubt but it can further do miracles if it continues to grow a little faster. Actually the research should be result oriented rather than being for academic purpose.

ABOUT THE BOOK

This book is about development of biodegradable polymers alternatives, which are required to save our reserves of fossil fuels and to save our mother earth from further environmental degradation. This book deals with the family of biodegradable polymers which have to be prepared with a novel idea of studying polymers with a "Cradle to Grave" approach. It touches upon basic materials, which can be potential materials to prepare biodegradable polymers with their basic structures, properties, behaviour and limitations known till date.

This book will help students in understanding various characterisation techniques which can be used for the study of identification of functional group, structural properties, thermal behaviour, crystallographic nature, mechanical properties and morphological properties through FTIR-ATR for physico chemical properties, DSC & TGA for thermal studies, XRD for crystallographic studies & SEM for morphological studies. It also provides an overview of various testing methods to analyse biodegradability including standard guideline for evaluation of biodegradation and compostability of polymer material through ASTM/ISO/EN standard methods.

Salient Features:

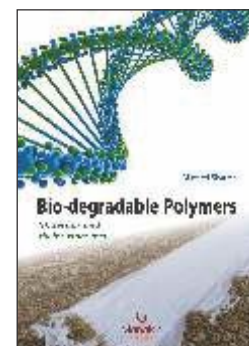
- Definitions of Biodegradable Polymers
- Natural polymeric Materials and their properties
- Research done till date in the field of development of Biodegradable Polymers
- Commercial products available with International and National Companies
- Approaches to develop biodegradable polymers
- Chemical processing of materials
- Instrumentation/Methodology for characterization of polymeric material
- Standard methods of Composting ISO/EN/ASTM

ABOUT THE AUTHOR

Manjari Sharma is a professional in the field of Polymer Science having Doctorate from Delhi Technological University (formerly known as Delhi College of Engineering). She is presently serving as an Assistant Professor in Ambedkar Institute of Advanced Communication Technologies & Research, Geeta Colony, Delhi.

Author has to her credit of more than 25 (twenty five) research publications in the field of Bio-degradable Polymers in renowned Journals like PPTe, Taylor & Francis, J. Polym. Environ., Springer etc. Author has also presented her work in the International Conference on 5th Asia-Europe Symposium held at DRESDEN, GERMANY. Her work had been recognised in International Conference on Green Technology and Environmental Protection at Sofia BULGARIA, International Conference BiPoCo 2012, SIOFOK HUNGARY & Advanced Polymers in Dresden, GERMANY.

Author has also served at Central Pollution Control Board and contributed in the National Mission on "Clean Ganga" which is still active. Author had been associated with renowned Institutions like CIPET, Lucknow & Ahmedabad, India and IIT Kanpur, India in bilateral project with Norwegian Institute for Air Research, (NILU) Kjeller, Norway, under Norwegian Government etc.

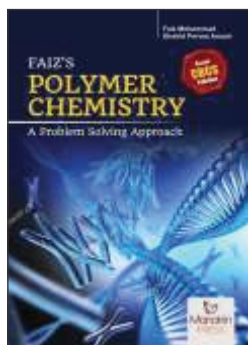


ISBN: 9789-38437-0008
242 pg. | 2015 | HB | ₹ 2295

CONTENTS

1. Introduction, 2. Classification of Biodegradable Polymers, 3. Materials and Their Structures, 4. Innovation Till Date, 5. Characterization Techniques
6. Biodegradation, Glossary, Index





ISBN: 9789-38667-7402
400 pg. | 2018 | PB | ₹ 895

Faiz's Polymer Chemistry A Problem Solving Approach

Faiz Mohammad | Shahid Pervez Ansari



ABOUT THE BOOK

Although, a wide variety of books on polymers and allied topics are available, it remained a challenge even today for students to perceive the polymers and their behaviour like they can visualize an atom without physically seeing it. Therefore, there is still an urgent need to cover the topics on the basics of polymers in such a way that someone who does not have any idea of polymers may also comprehend and realize the beauty of this revolutionary material of present age and of the future.

This book "Faiz's Polymer Chemistry" will be a treasure-house of concepts and revelations on polymers for anyone having just basic understanding of chemistry and willing to grasp polymers as his career in his undergraduate, post-graduate or even research program. The book will cover the various aspects. It is a slightly unusual book and I am not sure how to categorize it. In a way it is a polymer story book written by someone devoted whole his life to polymers as a technical hand, instructor, researcher and guide, he is not a professional story writer. Each chapter is about a different aspect of polymers as he dreamt without losing the continuity with the

previous one and connectivity with the next.

The storyline starts with the discussion of two elements viz. carbon and hydrogen, one of them was solid and black while the other was gaseous and colorless. Both the elements have their own charismatic style and followed their own way of interaction with others. On their long journey started from time immemorial, they befriended and grown into the ultimate ally of each other.

Over a long period of times, their family grew unchecked flourishing everywhere all over the world. The parents of polymers, the two main elements viz. carbon and hydrogen, vividly described in this book are simple and ordinary but their progeny overpowered and excelled all the traditional materials leaving an extraordinary impression, no comforts if no to polymers.

Now days, polymers are indispensably everywhere and they offer novelty and versatility in performance as well as in applications which is not found in any other kind of materials. Thus polymers have acquired an extensive role and pivotal position in the field of materials today.

The progress in the field of polymers has been extremely rapid compared to any other branch of chemistry. Polymers are generally used as passive materials such as in packaging, as adhesives and coatings in electrical, electronics, sensors and photonics etc. besides their major use as structural materials. Therefore, it is the right time to explore the possibility of exposing the world of polymer materials with awesome properties and tremendous applications.

ABOUT THE AUTHORS

Dr. Faiz Mohammad is Professor in the Department of Applied Chemistry, Aligarh Muslim University. He obtained his D.Phil. in the field of Electrically Conducting Polymers from the School of Chemistry and Molecular Sciences, University of Sussex (UK) in 1988.

He has published over 100 research works in journals and books of international repute besides guiding research in the field of conducting polymer synthesis, properties and device applications, chemical and biosensors, polymer nanocomposites, green synthesis of nanometals and polyblends besides having interest in environmental issues.

He has extensively been engaged in collaborative research, teaching assignments, delivering lectures and participating in the conferences in the universities of UK, USA, Brazil, Singapore, Malaysia, Kingdom of Saudi Arabia, Oman, Pakistan, Bangladesh and Ethiopia.

Dr. Shahid Pervez Ansari completed his M.Sc. (Industrial Chemistry) and Ph.D. (Applied Chemistry) in the field of Conducting Polymer Nanocomposites from Aligarh Muslim University. He has published several papers in the journal of international repute and filed patents. He is well trained researcher in the area of polymer chemistry especially in the applications of conducting polymer nanocomposites in secondary batteries and photovoltaics besides his expertise in the field of the photocatalytic degradation of organic pollutants. He has served the Umm al Qura University of Saudi Arabia and University Polytechnic (Boys), Aligarh Muslim University in the capacity of Assistant Professor of Chemistry besides his experience as Team Leader (Chemist) at Asian Paints India Ltd.

CONTENTS

Introduction | Polymerization | Copolymerization | Techniques of Polymerization | Structure of The Polymers | Properties of The Polymers | Structure-Property Relationship in Polymers | Polymer Dissolution | Thermoplastic Polymers | Thermosetting Polymers | Elastomeras | Fiber Forming Polymers | Inorganic Polymers | Electrically Conducting Polymers | Liquid Crystalline Polymers | Polymers In Biomedical Science And Technology | Piezoelectric And Magnetic Polymers | Spectrochemical Characterization Of Polymers | Polymer Processing | Experimental Polymer Chemistry



Polymer Science and Technology

Dr. Piyush Kr. Pathak, Dr. Shailja Pandey, Dr. S.K. Naman

ABOUT THE BOOK

Polymer Science and Technology is designed for engineering undergraduate and postgraduate students of all disciplines of engineering & science. This book attempts to explain the fundamental polymer concepts in a precise, systematic and easy to understand manner with illustrative examples. Each chapter is enriched with numerous solved and unsolved problems and questions from previous year's examination papers of various technical universities along with clear insight of its fundamentals concepts.

Salient features:

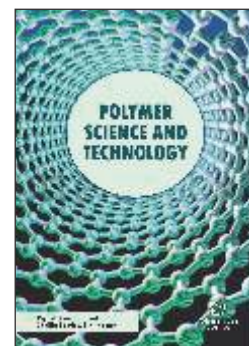
- Systematic and well organised treatment of the subject.
- Key features such as practice examples chapter end exercises.
- Nicely drawn and clearly labelled diagrams supplementing the text.

ABOUT THE AUTHORS

Dr. Piyus Kumar Pathak was appointed as Assistant Professor at the Sunder Deep Group of Institutions, Dasna, Ghaziabad. He then moved over to the United College of Engineering and Research, Greater Noida, and got promoted to position of Associate Professor of Chemistry. Dr. Pathak secured his Doctorate degree from the U.P. Technical University, Lucknow in 2007. He has fifteen years teaching and research experience to his credit at various Engineering colleges in Uttar Pradesh.

Dr. Shailja Naman is Associate Prof., Department of Chemistry at B.B.D.N.I.I.T., Lucknow, (U.P.). She completed her Ph.D. from University of Lucknow in field of Chemistry. She has fourteen years of experience in teaching. She has published more than twelve research papers in National and International Journals. Dr. Shailja is an associate editor of International Journal of Chemical Research and member of editorial board of International Journal of Advance Research in Science and Engineering. She is also the life time member of Association of Chemistry Teachers (ACT).

Dr. S.K. Naman obtained his Ph.D. in Chemistry from University of Lucknow (U.P.). He is N.E.T. (SRF) qualified. He has more than 17 years of teaching experience. He has contributed research articles to various National and International Journals and he also has keen interest in study of Polymers.



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Pub. Date: November 2018

Polymer Chemistry

V.K. Ahluwalia | Ufana Riaz



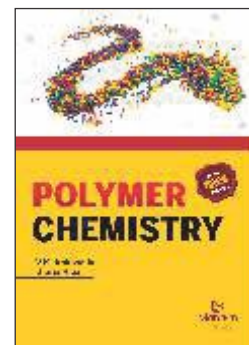
ABOUT THE BOOK

For most of the fundamental concepts of polymers learnt at undergraduate and postgraduate levels, students have to refer to several text books and reference books to develop an understanding about the various aspects of polymerization mechanisms, as well as the physics and chemistry of polymers. This book is especially designed as per the UGC syllabus for the CBCs paper based on polymers. An attempt has been made to cover the fundamentals of polymer chemistry in a simple and understandable way and more emphasis has been laid on qualitative understanding of polymer chemistry concepts. The book chapters cover the fundamental aspects of polymerization mechanisms, characterization of polymers including viscosity, osmometry, light scattering, thermodynamics of polymers solutions, polymerization techniques, synthesis properties and applications of industrially important polymers. The approach is expected to appeal to all students and instructors who will be studying polymer chemistry for the first time.

ABOUT THE AUTHORS

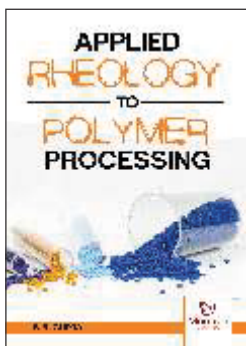
V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects. He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research, University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reactions is winner of 2009 Choice Award for an Outstanding Academic Title.

Ufana Riaz did her PhD in Conducting polymers from Jamia Millia Islamia in 2007 and is working as Assistant Professor at the Department of Chemistry since 2009. Her field of specialization is Materials Chemistry. She has published more than 80 research papers, 18 book chapters and 3 books. She is a member of National Academic of Science (NASI), Allahabad. She is a reviewer of a number of Elsevier, Wiley, Springer and ACS journals.



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Pub. Date: December 2018

Applied Rheology in Polymer Processing

B.R. Gupta

ABOUT THE BOOK

The book covers a wide range of topics in polymer rheology. These are:

- Basic Principles, parameters, systems and applied mathematical models used in the rheological studies.
- Melt flow analysis of different non-Newtonian fluids in laminar flow, transition between laminar and turbulent flow and modified Reynolds number etc.
- The effects of different physical and molecular parameters on purely viscous rheological response of polymer melts and solutions.
- Principles of rheometry and different types of viscometers and on-line rheometers.
- The static and dynamic viscoelastic response of the polymer melts and solutions, viscoelasticity, mechanical models and Boltzmann superposition principle.
- Molecular structure-viscoelasticity relationship and linear and non-linear viscoelasticity.
- Effects of different processes, materials parameters like temperature, fillers (micro and nano-fillers) and molecular parameters like MW, MWD etc.
- The role of rheology in polymer processing in different equipment.
- A good number of solved examples and exercise problems.
- Modified power law constants and two range power law constants for a large number of polymers, rheology software program in Java, comparison of different polymer rheological models using the rheology software and answers to the problems.

The book will be very useful to both undergraduate and postgraduate students, teachers and practicing rheologists.

ABOUT THE AUTHOR

Dr. B. R. Gupta received his Ph. D. from IIT Kharagpur in chemical Engineering in the field of "Rheology of rapidly settling suspensions". He worked as a faculty member at IIT Kharagpur for more than three decades initially in the Dept. of Chemical Engineering and then in Rubber Technology Centre. He has served as Emeritus Professor at (AICTE) at SJCE College of Engineering, Mysore, Karnataka.

Dr. Gupta's research areas are Polymer Rheology and Processing, Waste Rubber Recycling, Chemical Modification of Rubbers and Rheology of filled systems. He has guided a number of Ph.D. and masters degree students. He has published more than 80 research papers in reputed international journals and 3 books one on Polymer rheology; and another on Polymer processing Technology and one on Rubber processing on a Two Roll Mill. Dr. Gupta retired in the year 2004.



MATHEMATICS



Dr O P Chaudhary is working as Professor – Mathematics, ITS Engineering College, Greater Noida. He has served most of the best Colleges of UP Technical University like BBDIT, RKGIT, VIET, IMSEC & SIET.

Dr Nimisha is working as Associate Professor – Mathematics, ABES Institute of Technology, Ghaziabad. She has served most of the best Colleges of UP Technical University like AKGEC, IMSEC, SIET & SGIT. associated with renowned Institutions like CIPET, Lucknow & Ahmedabad, India and IIT Kanpur, India in bilateral project with Norwegian Institute for Air Research, (NILU) Kjeller, Norway, under Norwegian Government etc.

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ABOUT THE AUTHORS

All the authors have around TWO decades of teaching experience and they are known for their unique style of teaching.

Dr Rakesh Dube is working as Professor – Mathematics, ITS Engineering College, Greater Noida. He has served most of the best Colleges of UP Technical University like Dr KNMIET, AKGEC, KIET, IMSEC, RDEC, RKGIT and Gulf Countries.

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Salient Features:

- Each topic is covered with theory and numerical.
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Unit-1: Differential Calculus-I: Successive Differentiation and Leibnitz's Theorem, Partial Differentiation, Curve Tracing

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- All possible challenging University questions are presented along with their logical solutions.

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Unit-3: Laplace Transform: Laplace Transform, Existence Theorem, Laplace Transform of Derivatives & Integrals, Initial & Final Value Theorems, Unit Step Functions, Dirac-delta Function, Laplace Transform of Periodic Function, Inverse Laplace Transform, Convolution Theorem, Application to Solve Simple Linear & Simultaneous Differential Equations.

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Unit-5: Application of Partial Differential Equations: Classification of Second Order Partial Differential Equations, Method of Separation of Variables for Solving Partial Differential Equations, Solution of One & Two Dimensional Wave & Heat Conduction Equations, Laplace Equation in Two Dimension, Equation of Transmission Lines.

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- All possible challenging University questions are presented along with their logical solutions

2015, Paperback, 344 Pages, ISBN: 9789-3843-70350, ₹: **395.00**

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Unit-1: Complex Variables

Unit-2: Fourier Transform and Z-Transform

Unit-3: Statistical Techniques

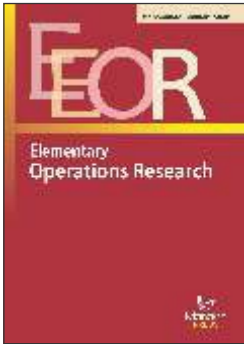
Unit-4: Numerical Techniques-I

Unit-5: Numerical Techniques-II



NEW

MATHEMATICS



ISBN: 9789-38437-0152
434 pg. | 2016 | HB | ₹ 895

Elementary Operations Research

Mohammad Shadab Khan

OVERVIEW

As far as the basic definition of Operations Research is concerned it is defined as it is a discipline that deals with the applications of advanced analytical methods to help make better decisions. The term Management Sciences and Analytics are some times used as synonyms for Operations Research. Employing techniques from other mathematical sciences such as, Mathematical Modeling, Statistical Analysis and Mathematical Optimization, Operations Research arrives at optimal or near optimal solutions to complex decision making problems. The present treatise is intended as "Elementary Operations Research" keeping in view the needs of undergraduate students.

ABOUT THE BOOK

Operations Research is defined as a discipline that deals with the applications of advanced analytical methods to help make better decisions. The term management sciences and analytics are some times used as synonyms for operations research. Employing techniques from other mathematical sciences such as Mathematical Modelling, Statistical Analysis and Mathematical Optimization, Operations Research arrives at Optimal or Near Optimal Solutions to Complex Decision Making problems.

The present volume is intended as a textbook keeping in view the needs of the undergraduate students of various Universities of India.

The book is divided into ten chapters: "Overview, Highlights the Nature, Scope and Limitations of Operations Research, Classification of Different Operations Research Models; Formulation of Linear Programming Problems and their solutions using Graphical Method; Simplex Algorithm to solve Linear Programming Problems; Duality of Linear Programming Problems and its Solutions; Game Theory; Queuing Theory; Simulation, Techniques of Network Scheduling by PERT/CPM; Probability and its Distribution".

ABOUT THE AUTHOR

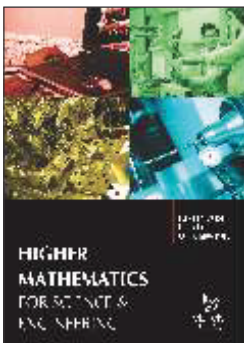
Dr. Mohammad Shadab Khan is presently working as an Assistant Professor in the Department of Commerce, Aligarh Muslim University, Aligarh. Dr. Khan has completed his M.Phil. and Ph.D. degrees in Mathematics from Aligarh Muslim University, Aligarh. During his research programme of five years, he has been actively teaching undergraduate classes in the Department of Mathematics and now teaching undergraduate and post-graduate students in the Department of Commerce for the last 12 years. He is also having teaching experience of abroad and worked as an Assistant Professor in the Department of Mathematics, College of Science and Humanities, Salman Bin Abdulaziz University, Al-Kharj, Kingdom of Saudi Arabia for 3 years. Dr. Khan has attended many national and international conferences and also published many research papers in journals of national and international repute.

CONTENTS

1. Operations Research, 2. Linear Programming (Mathematical Formulation and Graphical Method), 3. Linear Programming (Simplex Algorithm and Duality), 4. Transportation Problems, 5. Assignment Problems, 6. Game Theory, 7. Queuing Theory, 8. Simulation, 9. Network Analysis (PERT/CPM), 10. Probability and its Distribution, *Index*

NEW

MATHEMATICS



ISBN: 9789-38437-0237
1590 pg. | 2017 | HB | ₹ 2995

Higher Mathematics for Science & Engineering

Rakesh Dube | O P Chaudhary | Nimisha

ABOUT THE BOOK

Engineering Mathematics is an interdisciplinary subject taught in every branch of Engineering. The book titled "**Higher Mathematics - Science & Engineering**" is designed to cover the undergraduate and post graduate courses of Engineering. This book provides detailed explanation and concept of each topic with problem solving techniques and engineering applications. This book may be used as text and or reference book by every Engineering Mathematics learner and expert.

It covers the topics like: Differential Calculus, Integral Calculus, Vector Calculus, Ordinary Differential Equations, Partial Differential Equations, Special Functions, Fourier series, Laplace Transform, Fourier Transform, ZTransform, Linear Algebra, Boolean algebra, Graph Theory, Fuzzy Logic, Complex Variables, Numerical Analysis, Statistics, Reliability, Operation Research.

ABOUT THE AUTHORS

All the authors have around TWO decades of teaching experience and they are known for their unique style of teaching.

Dr. Rakesh Dube is working as Professor – Mathematics, ITS Engineering College, Greater Noida. He has served most of the best Colleges of UP Technical University like Dr KNMIET, AKGEC, KIET, IMSEC, RDEC, RKGIT and Gulf Countries.

Dr. Nimisha is working an Associate Professor - Mathematics, ABES Engineering College, Ghaziabad. She has served most of best college of Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh (Formerly Uttar Pradesh Technical University) like AKGEC, IMSEC, SDCET, SGIT.

Dr. O P Chaudhary is working as Professor – Mathematics, ITS Engineering College, Greater Noida. He has served most of the best Colleges of UP Technical University like BBDIT, RKGIT, VIET, IMSEC & SIET.



वैदिक गणित का संक्षिप्त इतिहास

बी.एन. मिश्रा | बिमल कुमार मिश्रा

पुस्तक के बारे में

वैदिक-गणित केवल गणित ही नहीं है, बल्कि एक सांस्कृतिक धरोहर है। इसे सजो कर रखना हम भारतीयों का पावन कर्तव्य बनता है। इस रचना का मुख्य उद्देश्य है—प्राचीन भारत की बौद्धिक-सम्पदा (खास कर, गणितीय खगोल शास्त्र की) को प्रकाश में लाना। पुस्तक में कुछ ऐसे तथ्यों को भी उजागर किया गया है जिस पर मतैव्य नहीं है। इस पुस्तक में भारतीय गणितज्ञों की बहुमूल्य देन को संक्षेप में प्रस्तुत किया गया है। वैदिक-गणित के संबंध में विद्वानों में अनेक प्रकार की भ्रान्तियाँ हैं। इसके साथ-साथ, कुछ महत्वपूर्ण प्राचीन भारत की गणितीय बौद्धिक-सम्पदा को यूरोपीय इतिहासकारों के द्वारा यूरोप उनकी देन कहा है। इस प्रकार की धारणा का उन्मूलन केवल वैदिक गणित का इतिहास ही कर सकता है।

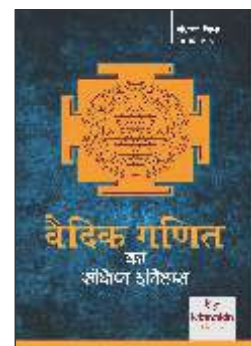
लेखक के बारे में

बद्री नारायण मिश्रा, प्रोफेसर और प्रमुख, गणित विभाग, विनोबा भावे विश्वविद्यालय, हजारीबाग, भारत के रूप में सेवानिवृत्त हुए। उन्होंने पटना विश्वविद्यालय से गणित की स्नातक और स्नाकोत्तर शिक्षा स्वर्ण पदक सहित प्राप्त की। और तदुपरांत उन्होंने रांची विश्वविद्यालय से पीएच.डी. अर्जित की। अपने चालीस साल के शिक्षण और अनुसंधान के अनुभव के दौरान, उन्होंने लगभग 30 पीएच.डी. और एक डी.एससी का गाईड किया। उन्होंने गणित की कई पुस्तकें लिखीं उनका मूल शोध क्षेत्र फ्लुइड मैकेनिक्स और वैदिक गणित का क्षेत्र था।

बिमल कुमार मिश्रा, बिरला इंस्टीट्यूट ऑफ टेक्नोलॉजी, मेसरा, रांची में गणित के प्रोफेसर हैं। उन्होंने बी.आई.टी.एस., पिलानी में लगभग सात साल तक संकाय सदस्य के रूप में काम किया है। वह ऑपरेशन रिसर्च और गणित दोनों में स्नाकोत्तर है और बायोमैथमेटिक्स में अपनी पीएच.डी. अर्जित की है। उन्होंने 20 पीएच.डी. छात्रों को गाईड किया है और उच्च प्रतिष्ठा पत्रिकाओं के लगभग 130 शोध पत्र प्रकाशित किए हैं। उनका मूल शोध क्षेत्र गैररेखीय विश्लेषण में है, विशेष रूप से, साइबर हमले और संक्रामक रोगों पर गणितीय मॉडल में, उनकी वैदिक गणित में बहुत रुचि है। उन्होंने वैदिक गणित पर अनेको व्याख्याओं में अपना योगदान दिया है।

विषय-सूची

1. वैदिक-गणित, 2. वैदिक-युग में गणित, 3. संख्याओं का नाम (क) वेद में संख्याओं का नाम, (ख) श्रीमद्वाल्मीकीय रामायण में संख्याओं का नाम, (ग) बौद्ध-साहित्य में संख्याओं का नाम, (घ) जैन-साहित्य में संख्याओं का नाम, 4. महाभारत में π का मान, 5. ब्रह्माण्ड पुराण में π का मान, 6. ब्रह्माण्ड की उत्पत्ति के संबंध में, 7. वैदिक साहित्य में वर्णित गणित के कुछ विषय, 8. श्रुत्व-सूत्रा, 9. वक्षाली पाण्डु-लिपि, 10. आर्यभट्ट-1, 11. बराहमिहिर, 12. भास्कर-1, 13. ब्रह्मगुप्त, 14. श्रीधराचार्य, 15. जैन-गणित, 16. महावीराचार्य, 17. बटेश्वर, 18. भास्कराचार्य-2, 19. माध्वाचार्य, 20. परमेश्वर, 21. नारायण पंडित, 22. नीलकण्ठ सोमायजी, 23. चित्राभानु, 24. शंकर वालिर, 25. कुछ साध्यों के पाश्चात्य नाम का वैदिक नामकरण, 26. प्रमुख वैदिक गणिज्ञ, 27. रचना-काल, 28. वैदिक गणित से संबंधित साहित्य, 29. प्रमुख वैदिक गणितज्ञों की रचना, 30. इन्होंने कहा है



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172 pg. | 2018 | PB | ₹ 395

Straight Lines and Curves

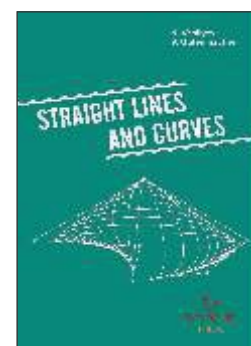
N.B. Vasilyev | V.L. Gutenmacher

ABOUT THE BOOK

It deals with paths traced out by moving points, sets of points satisfying given geometrical conditions, and problems on finding maxima and minima. The book contains more than 200 problems which lead the reader towards some important areas of modern mathematics, and will interest a wide range of readers whether they be high school or university students, teachers, or simply lovers of mathematics.

ABOUT THE AUTHORS

N. B. Vasilyev and **V. L. Gutenmacher** are professors of mathematics at Moscow University. N. B. Vasilyev works in the field of the application of mathematical methods to biology, while V. I. Gutenmacher works in the field of mathematical methods used in the analysis of economic models. In addition to their scientific work, they have both written many articles and books for high school and university students, and have worked with the Correspondence Mathematics School, which draws its pupils from all over the Soviet Union. They have worked on the committee organizing the "mathematical olympiad" problem competitions, which have greatly stimulated interest in mathematics among young people in the Soviet Union. They regularly contribute to the magazine "Kvant" ("Quantum"), a remarkable educational magazine devoted to mathematics and physics. This book contains a wealth of material usually found in geometry courses, and takes a new look at some of the usual theorems.



ISBN: 9789-38622-1926
206 pg. | 2018 | PB | ₹ 595

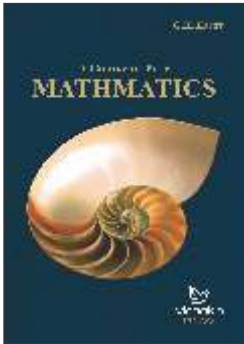
CONTENTS

1. Definition of Plasma, 2. Motion of Electrons and Ions in Plasma in the Absence of External Fields, 3. Plasma Behaviour in Electric Field, 4. Plasma Behaviour in Magnetic Field, 5. The Effect of the Magnetic Field on Characteristics of the Plasma, 6. Results Derived from Magnetohydrodynamic Equations, 7. Development of Experimental Target, 8. Conditions for Existence of a Plasma Ring, 9. The Theory of Stability, 10. Plasma Behaviour in Traps with Magnetic Mirrors, 11. Stability of Plasma Configurations, 12. Shear Stabilization, 13. Other Plasma Instabilities, *Bibliography*



RECENT

MATHEMATICS



ISBN: 9789-38667-7334
587 pg. | 2018 | PB | ₹ 795

A Course of Pure Mathematics 3rd Edition

Godfrey Harold Hardy

ABOUT THE BOOK

G.H. Hardy's text is a good single volume refresher course for work in analysis and more advanced algebra, including number theory. Not quite as modern as Birkhoff and MacLane's text, or Manes' work, this volume forms the underpinnings of both works. If you have a good understanding of the preliminary work required in algebra and geometry, Hardy can be read directly and with pleasure. If you have a desire to understand the basis of what is presented in most first-year calculus texts, then Hardy's text is for you.

The book contains a large number of descriptive and study materials together with a number of difficult problems with regards to number theory analysis. The book is organized in the following chapters, with each chapter further divided.

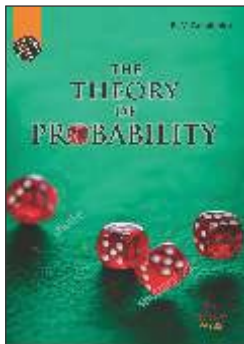
• Real variables • Functions of real variables • Complex numbers • Limits of functions of a positive integral variable • Limits of functions of a continuous variable. Continuous and discontinuous functions Derivatives and integrals • Additional theorems in the differential and integral calculus • The convergence of infinite series and infinite integrals The logarithmic, exponential and circular functions of a real variable • The general theory of the logarithmic, exponential and circular functions

CONTENTS

1. Real Variables, 2. Functions of real variables, 3. Complex numbers, 4. Limits of functions of a positive integral variable, 5. Limits of functions of a continuous variable. Continuous and discontinuous functions, 6. Derivatives and integrals, 7. Additional theorems in the differential and integral calculus, 8. The convergence of infinite series and infinite integrals, 9. The logarithmic, exponential and circular functions of a real variable, 10. The general theory of the logarithmic, exponential and circular functions

RECENT

MATHEMATICS



ISBN: 9789-38622-1742
408 pg. | 2018 | PB | ₹ 795

The Theory of Probability

B.V. Gnedenko

ABOUT THE BOOK

This book aims to give an exposition of the fundamentals of the theory of probability, a mathematical science that threatens of the regularities of random phenomena.

The Theory of probability originated in the middle of the seventeenth century and is associated with the names of Huygens, pascal, Fermat and James Bernoulli. The correspondence between, Pascal and Fermat dealing with problems in games of chance that did not fit into the framework of the mathematics of those days laid the foundations for such important concepts as probability and mathematical expectation. We must be clear on one point: the famous scientist that dipped into these gambling problems also foresaw the fundamentals role of the science that studies random events. They were convinced that clear-cut regularities could arise on the basis of large numbers of random events. Because of the low level of the development of natural science in that period.

However, games of chance and also problems of insurance and demography were for a long time the sole concepts and methods of the formal mathematical apparatus applied in the solution of probability: it consisted exclusively in the use of elementary arithmetic and combinatorial methods. The subsequent development of probability theory and also the broad application of its results and methods of investigation to natural science, in particular to physics, demonstrate that the classical concepts and methods still hold today.

Today, probability theory is extending its influence and practical application to many spheres, and researches throughout the world have enriched the theory with important results. In this great upsurge, the Soviet School of probability theory continues to occupy a prominent position. Like the other divisions of mathematics, the theory of probability developed out of the demands of practical affairs; in abstract form it reflects the regularities peculiar to random events of a mass-scale character. Such regularities play an exceedingly important role in physics and in other natural sciences, in military affairs, diversified fields of technology, in economics, and elsewhere. In recent times, in connection with large-scale production, the results of probability theory are not only used in locating defective items already produced but, what is more important, for organizing the very process of production (statistical quality control in production) As has already been noted, the relationship between probability theory and practical requirements has been the basic reason for the rapid development of probability theory in the past decades. Many divisions of the theory evolved in response to the problems of practical workers. It is fitting here to recall the remarkable words of the founder of the Russian school of probability theory, P.L. Chebyshev: "The link-up between theory and practice yields the most salutary results, and the practical side is not the only one that benefits; the sciences themselves advance under its influence, for it opens up to them new objects of investigation or fresh aspects of familiar objects...If the theory gains much from new applications of an old method or from its new developments, then it benefits still more from the discovery of new methods, and in this case too, science finds itself a true guide in practical affairs.

CONTENTS

1. The Concept of Probability, 2. Sequences of Independent Trials, 3. Markov Chains, 4. Random Variables and Distribution, 5. Numerical Characteristics of Random, 6. The Law of Large Number, 7. Characteristic Functions, 8. The Classical Limit Theorem, 9. The Theory of Infinitely Divisible Distribution Laws, 10. The Theory of Stochastic Processes, 11. Elements of Queueing Theory, Appendix, Bibliography

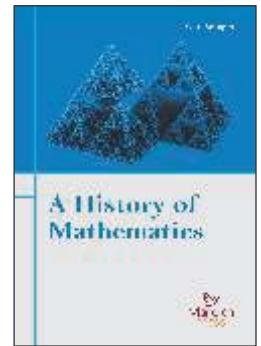


A History of Mathematics

Florian Cajori

ABOUT THE BOOK

In one concise volume this unique book presents an interesting and reliable account of mathematics history for those who cannot devote themselves to an intensive study. The book is a must for personal and departmental libraries alike. Cajori has mastered the art of incorporating an enormous amount of specific detail into a smooth flowing narrative. The Index- for example- contains not just the 300 to 400 names one would expect to find, but over 1,600. And, for example, one will not only find John Pell, but will learn who he was and some specifics of what he did (and that the Pell equation was named erroneously after him). In addition, one will come across Anna J. Pell and learn of her work on biorthogonal systems; one will find not only H. Lebesgue but the not unimportant (even if not major) V.A. Lebesgue. Of the Bernoullis one will find not three or four but all eight. One will find R. Sturm as well as C. Sturm; M. Ricci as well as G. Ricci; V. Riccati as well as J.F. Riccati; Wolfgang Bolyai as well as J. Bolyai; the mathematician Martin Ohm as well as the physicist G.S. Ohm; M. Riesz as well as F. Riesz; H.G. Grassmann as well as H. Grassmann; H.P. Babbage who continued the work of his father C. Babbage; R. Fuchs as well as the more famous L. Fuchs; A. Quetelet as well as L.A.J. Quetelet; P.M. Hahn and Hans Hahn; E. Blaschke and W. Blaschke; J. Picard as well as the more famous C.E. Picard; B. Pascal (of course) and also Ernesto Pascal and Etienne Pascal; and, the historically important V.J. Bouniakovski and W.A. Steklov, seldom mentioned at the time outside the Soviet literature.



ISBN: 9789-38667-7174
556 pg. | 2018 | PB | ₹ 795

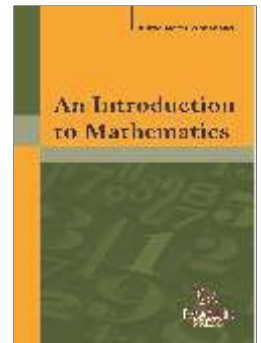
Mathematics | Binary | Sets | Groups | Transformations | Topology | Circuits | Matrices | Vectors | Inequalities | Functions | Statistics | Probability

An Introduction to Mathematics

Alfred North Whitehead

ABOUT THE BOOK

The study of mathematics is apt to commence in disappointment. The important applications of the science, the theoretical interest of its ideas, and the logical rigour of its methods, all generate the expectation of a speedy introduction to processes of interest. We are told that by its aid the stars are weighed and the billions of molecules in a drop of water are counted. Yet, like the ghost of Hamlet's father, this great science eludes the efforts of our mental weapons to grasp it- 'Tis here', 'tis there', 'tis gone' and what we do see does not suggest the same excuse for illusiveness as sufficed for the ghost, that it is too noble for our gross methods. "A show of violence", if ever excusable, may surely be "offered" to the trivial results which occupy the pages of some elementary mathematical treatises.



ISBN: 9789-38667-7150
228 pg. | 2018 | PB | ₹ 495

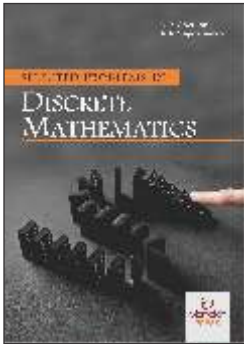
CONTENTS

1. The Abstract Nature of Mathematics, 2. Variables, 3. Methods of Application, 4. Dynamics, 5. The Symbolism of Mathematics, 6. Generalizations of Number, 7. Imaginary Numbers, 8. Imaginary Numbers (continued), 9. Coordinate Geometry, 10. Conic Sections, 11. Functions, 12. Periodicity In Nature, 13. Trigonometry, 14. Series, 15. The Differential Calculus, 16. Geometry



RECENT

MATHEMATICS



ISBN: 9789-38667-7051
416 pg. | 2018 | PB | ₹ 795

Selected Problems in Discrete Mathematics

G. P. Gavrilov | A.A. Sapozhenko

ABOUT THE BOOK

This collection of problems is intended as an accompaniment to a course on discrete mathematics at the universities. Senior students and graduates specializing in mathematical cybernetics may also find the book useful. Lecturers can use the material for exercise during seminars.

The material in this book is based on a course of lectures on discrete mathematics delivered by the authors over a number of years at the Faculty of Mechanics and Mathematics, and later at the Faculty of Computational mathematics and Cybernetics at Moscow State University.

The reader can use Introduction to Discrete Mathematics by S. Yablonsky as the main text when solving the problems in this collection.

The book consists of eight chapters.

Hints and answers are provided for most (but not all) problems. Solutions are given in a concise form in the form of notes, and trivial conclusions are omitted. In some cases, only the outlines of solutions are presented.

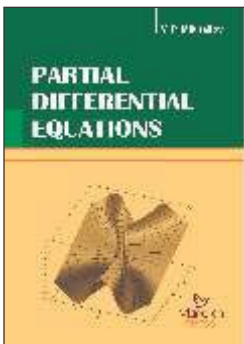
The exercise in the book have various origins. Most of the material is traditional and specialists on discrete mathematics are all too familiar with such problems. However, it is practically impossible to trace the origin of the problems of this kind.

CONTENTS

1. Boolean Functions: Methods of Defining and Basic Properties, 2. Closed Classes and Completeness, 3. K-Valued Logics, 4. Graphs and Networks, 5. Fundamentals of Coding Theory, 6. Finite Automata, 7. Fundamentals of the Algorithm Theory, 8. Elements of Combinatorial Analysis

RECENT

MATHEMATICS



ISBN: 9789-38667-7013
408 pg. | 2018 | PB | ₹ 695

Partial Differential Equations

V.P. Mikhailov

ABOUT THE BOOK

This book is intended for the students having basic knowledge of mathematical analysis, algebra and the theory of ordinary differential equations. The method used in this book for investigating the boundary value problems and, partly, the Cauchy problem is based on the notion of generalized solution which enables us to examine equations with variable coefficients with the same ease as the simplest equations: Poisson's equation, wave equation and heat equation. Apart from discussing the questions of existence and uniqueness of solutions of the basic boundary value problems, considerable space has been devoted to the approximate methods of solving these equations: Ritz's method in the case of elliptic equations and Galerkin's method for hyperbolic and parabolic equations.

CONTENTS

1. Introduction Classification of Equations Formulation of Some Problems, 2. The Lebesgue Integral and Some Questions of Functional Analysis, 3. Function Spaces, 4. Elliptic Equations, 5. Hyperbolic Equations, 6. Parabolic Equations

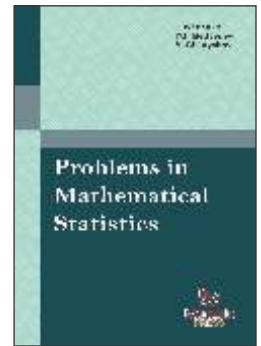


Problems in Mathematical Statistics

G. Ivchenko | Y.U. Medvedev | A. Chistyakov

ABOUT THE BOOK

The book covers all the traditional topics in modern statistical theory and is designed for students at technical colleges and universities who have mathematical statistics as an obligatory course. Problems on computer simulation of random variables in order to obtain the data for statistical interpretation have been included. Any "theoretical" problem which contains a statistical algorithm for data analysis can be used (with the appropriate (practically infinite) choice of the model parameters) to formulate a "practical" problem. At the first stage the original data should be simulated using either published tables of random numbers or special computer programs. Then, by interpreting these "experimental" results according to the algorithm in question, the student can compare the theoretical hypothesis with the original parameters which are known as they were used when the sample was simulated.



ISBN: 9789-38622-1841
282 pg. | 2018 | PB | ₹ 595

CONTENTS

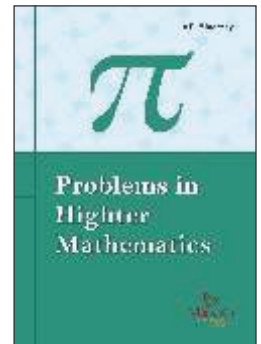
1. Principles of Statistical Description Sampling Characteristics and Their Distributions, **2.** Estimation of Distribution Parameters, **3.** Tests of Statistical Hypotheses, **4.** Linear Regression and the Least Squares Method, **5.** Decision Functions, **6.** Statistics of Stationary Sequences

Problems in Higher Mathematics

V.P. Minorsky

ABOUT THE BOOK

A collection of 2570 problems in analytic geometry and mathematical analysis for university engineering students. As each section opens with the formulas, definitions and other theory needed for solution of the problems that follow, and answers and indications on how to go about the solution are provided for many of the problems, the book can be used either under the supervision of an instructor or for independent study by correspondence and extramural students. Each section closes with questions for revision, this material constituting one third of the volume of the book.



ISBN: 9789-38622-1964
408 pg. | 2018 | PB | ₹ 695

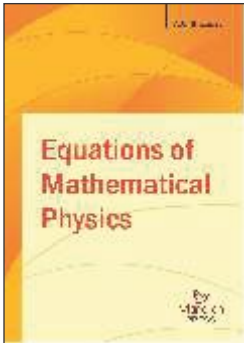
CONTENTS

1. Plane Analytic Geometry, **2.** Vector Algebra, **3.** Solid Analytic Geometry, **4.** Higher Algebra, **5.** Introduction to Mathematical Analysis, **6.** The Derivative and the Differential, **7.** Application of the Derivative, **8.** The Indefinite Integral, **9.** The Definite Integral, **10.** Curvature of Plane and Space Curves, **11.** Partial Derivatives, Total Differentials, and Their Applications, **12.** Differential Equations, **13.** Double, Triple, and Line Integrals, **14.** Series.



RECENT

MATHEMATICS



ISBN: 9789-38667-7020
319 pg. | 2018 | PB | ₹ 695

Equations of Mathematical Physics

A.V. Bitsadze

ABOUT THE BOOK

The book consists of an introduction and six chapters. The introduction discusses basic notions and definitions of the traditional course of mathematical physics and also mathematical models of some phenomena in physics and engineering. Chapters 1 and 2 are devoted to elliptic partial differential equations. In Chapters 3 and 4 the structural properties of the solutions of hyperbolic and parabolic partial differential equations. In Chapter 5 some elements of the theory of linear integral equations. Chapter 6 is devoted to basic practical methods for the solution of partial differential equations.

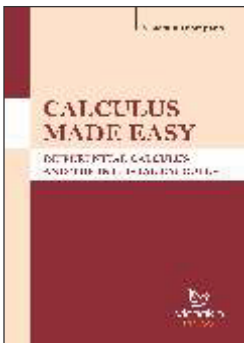
CONTENTS

1. Elliptic Partial Differential Equations, **2.** Cauchy- Riemann System of Partial Differential Equations. Elements of the Theory of Analytic Functions, **3.** Hyperbolic Partial Differential Equations, **4.** Parabolic Partial Differentials Equations, **5.** Integral Equations, **6.** Basic Practical Methods for the Solution of Partial Differential Equations

Mathematics | Calculus | Infinitesimal Calculus

RECENT

MATHEMATICS



ISBN: 9789-38667-7037
292 pg. | 2018 | PB | ₹ 595

Calculus Made Easy Differential Calculus and the Integral Calculus

Silvanus Thompson

ABOUT THE BOOK

The success of this work has led the author to add a considerable number of worked examples and exercises. Advantage has also been taken to enlarge certain parts where experience showed that further explanations would be useful. The author acknowledges with gratitude many valuable suggestions and letters received, students, and critics.

CONTENTS

1. To deliver you from the Preliminary Terrors, **2.** On Different Degrees of Smallness, **3.** On Relative Growings, **4.** Simplest Cases, **5.** Next Stage. What to do with Constants, **6.** Sums, Differences, Products and Quotients, **7.** Successive Differentiation, **8.** When Time Varies, **9.** Introducing a Useful Dodge, **10.** Geometrical Meaning of Differentiation, **11.** Maxima and Minima, **12.** Curvature of Curves, **13.** Other Useful Dodges, **14.** On true Compound Interest and the Law of Organic Growth, **15.** How to deal with Sines and Cosines, **16.** Partial Differentiation, **17.** Integration, **18.** Integrating as the Reverse of Differentiating, **19.** On Finding Areas by Integrating, **20.** Dodges, Pitfalls, and Triumphs, **21.** Finding some Solutions,

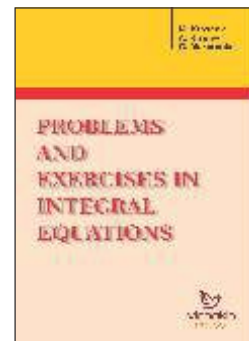


Problems and Exercises in Integral Equations

M. Krasnov | A. Kiselev | G. Makarenko

ABOUT THE BOOK

As the name suggests the book is about integral equations and methods of solving them under different conditions. The book has three chapters. Chapter 1 covers Volterra Integral Equations in details. Chapter 2 covers Fredholm integral equations. Finally in Chapter 3, Approximate Methods for solving integral equations are discussed. There are plenty of solved examples in the text to illustrate the methods, along with problems to solve. This will be a useful resource book for those studying integral equations.



ISBN: 9789-38667-7044
224 pg. | 2018 | PB | ₹ 495

CONTENTS

1. Volterra Integral Equations, 2. Fredholm Integral Equations, 3. Approximate Methods

Business Mathematics And Logical Reasoning

A.P. Verma

ABOUT THE BOOK

BUSINESS MATHEMATICS AND LOGICAL REASONING for CA (Foundation – Revised Syllabus 2018, CS, CMA (Foundation), MS8 and MS95 courses of IGNOU, BCA, MCA, BBM, MBA and B.Com and M.Com courses spread over in nineteen chapters (plus five chapters of Logical Reasoning) – encompasses tailor-made topics for the above courses. The step-by-step analysis of mathematical problems with basic concepts-enables the students grasp the theory and practicals of mathematical principles even without the aid of a teacher to pass examinations successfully with flying colours.

In this self-teaching treatise, at some places, the author has gone to the extent of being redundant in order to be clear of the treatment to the solution. The student would do exceedingly good if one chooses to follow two worked-out examples from the book and then tries to solve the third all by one's own effort. Latest examination questions with answers of the above professional courses along with multiple choice questions cover the whole gamut of syllabus. Interwoven beautifully into a coherent body of theory, description and analysis, the edition is a treasure house of knowledge and information which a reader would like to treasure in one's treasure-chest even after completing the studies.

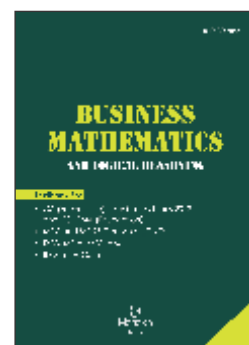
Our confidence level of the performance of the book is not 95%, not even 99%. It is a full 100% because we believe in the dictum that even if you score 99 out of 100 marks in maths, you still fail by 1%. Our volume speaks volumes of our achievement. Read it to believe it (or catch our bluff).

ABOUT THE AUTHOR

A.P. Verma topped in his post-graduation in Mech. Engg. from Indian Institute of Technology, BHU he also did his graduation from the same institution. Having blend of mathematical mind and teaching the courses of maths and stats to the students of CA, CS and CMA and coupled with the experience of industry and business, his treatment of solution to the problems reflects the effect of both the worlds.

For the last thirty five years, the author has been an academic counsellor of management studies of IGNOU (MS 5, MS 8, MS 51 and MS 95). He has been the examiner of ICWA (now CMA) for a period of more than a decade. The author has also written about a dozen of books being taught in different universities and professional courses and more than 120 of his articles have been published in national newspapers and journals.

He has also been awarded Best Teacher Award by Padma Shri Dr. C.P. Thakur a leading physician and veteran leader of our country in a function organized by Sukrishna Commerce Academy, Patna in Sept 2017.



ISBN: 9789-38667-7716
576 pg. | 2018 | PB | ₹ 1195

CONTENTS

PART-A BUSINESS MATHEMATICS

1. Ratio and Proportion, 2. Indices and Surds, 3. Logarithms, 4. Theory of Equations, 5. Mathematics of Finance (Time Value of Money), 6. Elements of Set Theory, Relations and Functions, 7. Determinant, 8. Linear, Quadratic, Exponential and Logarithmic Functions, Concept of Breakeven Point, 9. Progression, 10. Permutations and Combinations, 11. Matrices, 12. Graph of Linear Inequalities, 13. Functions, Limits and Continuity, 14. Differentiation, 15. Application of Differential Coefficients, 16. Maxima and Minima, 17. Integration : Rules of Integration, 18. Definite Integrals, 19. Application of Integral Calculus, **PART-B LOGICAL REASONING**, 1. Number Series, Coding Decoding and Odd Man Out Series, 2. Direction Sense Test, 3. Seating Arrangement, 4. Blood Relations, 5. Syllogism





ISBN: 9789-38667-7952
475 pg. | 2019 | PB | ₹ 1295
Pub. Date: December 2018

Business Statistics

A.P. Verma

ABOUT THE BOOK

Business Statistics for CA (Foundation-Revised syllabus 2018) CS, CMA (Foundation), MS8 and MS95 courses of IGNOU, BCA, MCA, BBM, MBA and B.Com and M.Com courses spread over in sixteen chapters - encompasses tailor-made topics for the above courses. The step-by-step analysis of mathematical problems with basic concepts - enables the students grasp the theory and practicals of statistical principles even without the aid of a teacher to pass examinations successfully with flying colours.

In this self-teaching treatise at some places, the author has gone to the extent of being redundant in order to be clear of the treatment to the situation of the problem. It is said that the science of statistics is the most useful servant but only of great value to those who understand its proper use. Latest examination questions with answers of the above professional courses along with multiple choice questions cover the whole gamut of syllabus. Interwoven beautifully into a coherent body of theory, description, and analysis, the edition is a treasure-house of knowledge and information which a reader would like to treasure in one's treasure-chest even after completing studies.

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He has also been awarded Best Teacher Award by Padma Shri Dr. C.P. Thakur a leading physician and veteran leader of our country in a function organized by Sukrishna Commerce Academy, Patna in Sept 2017.



Library Automation

Issues and Remedies in Present Scenario

Ed. by: Krishan Kant | Ram Chander

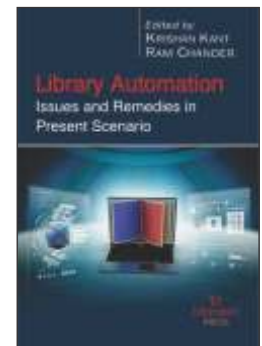
ABOUT THE BOOK

The Beginning of the 21st Century has been called Information Age because of the explosion of information output and information sources. It has become increasingly clear that students cannot learn everything they need to know in their field of study in a few years during stay in the college. To meet the needs of student, we must provide them some latest technology and this can be automated system in the library. The human element is a very important aspect in implementing the automated system in the library. The library and its staff are the focal point and play a very important role in the process of library automation. During the automation process, it is crucial for the library to assure a coordinating role to be aware what is going on globally at all times competence, staff awareness & participation are crucial for the success of the new system or services. Beside this, it is also equally necessary that the library staff should computer literate and professionally experienced, involvement of staff that will be affected at all levels in the new system / service is a pre-requisite for the successful implementation of the automation process. Recognizing this need Aggarwal College Ballgarh is organizing a two day national conference on library automation. The conference has been designed so as to introduce the participants to the rapidly changing requirement of manpower expertise in two day's scenario especially in the area of information / document management. The conference will also familiarize the participants with the process in the library automation.

ABOUT THE EDITORS

Dr. Krishan Kant is a Principal of a Post Graduate College in Ballabgarh, Distt. Faridabad, State Haryana in India. He is having more than twenty five years of experience in teaching and administration. He has lot many publications to his credit in journals of international and national repute with high impact factor and he is on the panel of various journals as Patron, editor, reviewer. He is recipient of several prestigious awards and recognitions and member of various professional organizations/bodies. He has been to abroad several times for delivering invited talks and chairing various technical sessions. He is the President of Nuclear Track society of India, BARC, Mumbai. He is Science Graduate from M.D. University Rohtak, Post Graduate in Physics from Kurukshetra University Kurukshetra and M. Phil. from the same University. Dr. Kant was awarded Ph. D. degree in Physics titled, "Health Effects of Low Level Exposure to Ionizing Radiation" in 2001 from Dr. B.R.A. University Agra (U.P.) India.

Dr. Ram Chander (born, 1972) did his integrated diploma in Computer Application, M.A. Public Administration, M. Lib. & Information Science from Kurukshetra University, Kurukshetra and Completed Ph.D. in Library & Inf. science under a well known scholar of National fame and the author of several books. Presently, he is working as a Librarian and Head Dept. of Library and Inf. Science, Aggarwal College Ballabgarh, Faridabad (Haryana) He is supervising many students of M. Lib. Sc., M.Phil. and Ph.D. of various Universities in India. He is Managing Editor, International Journal of Library & Information Management (ISSN: 0975-878X) and International Journal of Professional Development (ISSN: 2277-517X). He is actively engaged in academic work.



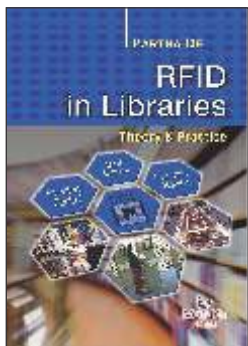
ISBN: 9789-38437-0343
344 pg. | 2016 | HB | ₹ 1295

CONTENTS

1. Next Generation Retrieval: Semantic Web and Ontologies, **2.** Libraries of the Future: Cloud Computing to Fog Computing, **3.** Perception of Semantic Web Technologies in Libraries, **4.** Rage Against Machines in the Digital Environment: Attitudes of Librarians Towards Technology, **5.** Implement of Benchmarking: Essential for University Libraries, **6.** The Concept of Plagiarism and Anti-Plagiarism Software, **7.** Plagiarism: Causes, Effects and Prevention, **8.** Plagiarism and Researchers: A Survey of PhD Students, **9.** Radical Switch in the Role of Librarians in the Digital Footprint: A Changed Panorama, **10.** Library and Information Services Through Intranet in Present Scenario, **11.** Comparative Features of Integrated Library Management Software Systems: A Study, **12.** Library Automation Features and Implementation: An Overview, **13.** Digital Libraries: A Comprehensive Study, **14.** Digital Library Services and Communities in Academic Libraries, **15.** Library Automation: Issues and Challenges, **16.** Libraries in the Digital Age, **17.** Library Automation: An Overview, **18.** Promotion of Digital Information in Public Libraries in India, **19.** The Role of Digital Library in Present Scenario, **20.** Skills for the LIS Professionals in ICT Environment, **21.** Application of Information and Communication Technology in Academic Library: An Overview, **22.** ICT an Essential Tool for Library Automation, **23.** Importance and Usage of Internet for Library and Information Professionals, **24.** Management of Library in New Digital Environment, **25.** Need and Importance of Internet in Resource Sharing, **26.** Use of Mobile Technology as a New Emerging Phase in Automated Academic Libraries: An Overview, **27.** RFID: A Case Study, **28.** Use of RFID Technology in Libraries, its Components and Benefits, **29.** Library Consortia in India: A Greater Access to the Library Resources, **30.** Cloud Computing: Distributed Internet Computing for it, **31.** Library Consortia in Modern Era: An Overview, **32.** Library Consortium in the Current Era of Communication, **33.** Library Consortium in India: An Overview, **34.** The Concept of E-Consotium: In Indian Perspective, **35.** Effective Use of E-Resources by the Students and Faculty Members: A Study of Jesus and Mary College Library, University of Delhi, **36.** Remote Access of Electronic Resources for Library Capacity Building: An Experience of National Law University Delhi, **37.** Open Educational Resources: An Overview, **38.** Use of E-Resources by the Faculty Members of the YMCA University of Science & Technology, **39.** Introduction to Library Automation: Issues and Challenges, **40.** E-Resources: As Revolutionize Instrument in Present Scenario, **41.** Use of E-Resources and Services in Jawaharlal Nehru Library, Kurukshetra University, **42.** Cloud Computing: A Perspective Study and its use in Educational Institution, **43.** Cloud Computing and Libraries, **44.** Study on Cloud-Based Mass Data Storage of Libraries, **45.** Free and Open Source Software, **46.** Zotero: A Reference Management Software, **47.** Changing Role of Librarians in Digital Library Era and Need of Professional Skills, Efficiency and Competency, **48.** Collection Development of Academic Libraries in ICT Based Environment: Issues and Challenges, **49.** Copyright Infringement in India, **50.** The Changing Shape of Collection in Libraries in Electronic Age, **51.** Models of Information Seeking Behaviour, **52.** Evaluation of Information Literacy Program in College Libraries of Uttar Pradesh: A Study, **53.** Transmuting Libraries in Electronic Environment, **54.** Role of Library Personnel in New Digital Environment, **55.** Total Quality Management in College Libraries: A Lis Perspective Approach, **56.** Role of Total Quality Management in Academic Library, **57.** A Perspective and Advantages of Open-Sources, **58.** Role of Social Networking in Digital Era: An Overview **59.** Necessity of Multilingual Supportive Functional Model to Effective Online Information Seeking for Academicians, **60.** Security and Privacy Challenges in Cloud Computing, **61.** Role of Information Technology in Libraries, **62.** Challenges and Issues: Migration to Open Source Software, **63.** Marketing Strategies for Virtual Resources in Electronic Commerce, **64.** Role of Library Professionals in Today's Globalized Era, **65.** Internationalization and Curriculum Development Programmes of Library and Information Science Education



LIBRARY & INFORMATION SCIENCE



ISBN: 9788-19295-9818
232 pg. | 2015 | HB | ₹ 2495

RFID in Libraries

Theory & Practice

Partha De

OVERVIEW

An in-depth primer to implementation of RFID technology in existing library systems, Radio Frequency Identification Technology in Libraries has the potential to single handedly modernise the state of national library information systems. Drawn from the lifelong experiences of a national expert on library information operations, this book is the one-stop guide to RFID technology for library stakeholders to benefit from.

ABOUT THE BOOK

Most medium to large scaled libraries across the globe have already incorporated the Radio Frequency Identification (RFID) technology and increased their respective efficiencies by a solid margin. Moreover, a large percentage of significant libraries that do not already boast of RFID technology are in the process of implementing it.

This is because RFID technology has developed leaps and bounds in the last decade. While it has multiple applications in numerous fields, it is most significant in how internal operations of libraries and knowledge repositories around the world function.

The incorporation of RFID technology into existing library information systems in the country can provide a super-charged impetus to their efficiency levels. Implementation of RFID technology can manifest in multidirectional cost savings and improved performance levels. Benefits and elements that the RFID technology can add to existing library operations include.

- A Smoother Access Control System,
- Better Stack Management & Book Identification Systems,
- A Reliable Inventory Control System
- Independent Check-Out /Check-In Systems,
- Fool proof Anti-Theft Control System,
- Improved Inventory Management and Transfer Systems

In addition to financial savings, incorporation of RFID technology also promotes reduced dependence on the human element in administration. This eliminates human errors and directly improves the quality of services being offered to the end user.

Despite the practical viability of RFID technology and adoption by libraries in developed nations, it's yet to be adopted by libraries located in developing nations. The reason for this divide between libraries of developed and developing nations is lack of awareness and knowhow pertaining to RFID technology.

This book is designed to remedy that problem and encourage the adoption of RFID technology by the libraries of developing nations. Application of Radio Frequency Identification Technology in Libraries will educate librarians and knowledge custodians all over the country about various RFID components, ranging from the most basic elements to the more elaborate concepts.

With this book, the reader will learn about multiple elements pertinent to the RFID technology such as different types of RFID systems, their components, their installation costs, their installation procedure, their proper use, their maintenance, their maintenance costs, and future upgrades. More importantly, the book provides an immaculate roadmap for the implementation of the RFID technology in a practical and financially feasible manner.

ABOUT THE AUTHOR

Dr Partha De is the Head of the Central Library of Indian School of Mines, Dhanbad, India, since July, 2002. He obtained his PhD degree in Library and Information Science from Dr. B.R. Ambedkar University (formerly Agra University), Agra, and Associateship in Information Science (AIS) from NISCAIR, New Delhi (erstwhile Indian National Scientific Documentation Centre). He has a number of formal qualifications ranging from certificate, diploma, bachelors, and master's degree in Library and Information Science.

Dr De has also had stints with private organisations including the TATA Group where he served as the Chief Librarian of TATA Chemicals Limited, Babrala (UP), India. He served as an external expert of the "Geetanjali-Net" (Campus-wide Fibre-Optic Network) project of VisvaBharti University, Shantiniketan. A number of research papers published in reputed journals and presented at different National and International conferences can also be attributed to Dr De.

CONTENTS

1. Radio Frequency Identification (RFID), 2. Role of RFID in Libraries, 3. Key Components of RFID, 4. Interoperability and RFID Standards, 5. Impact of RFID: Privacy, Health and Safety Issues, 6. RFID and Library Security, 7. Procuring RFID in Libraries, 8. Investment and Return on RFID in Libraries, 9. Future of RFID in Libraries, *Conclusion, References, Index*



Emerging Trends in Information Technology in Modern Libraries

Akhtar Hussain | Nishat Fatima

ABOUT THE BOOK

Computing Power, ubiquity and connectivity are the buzz words of the 21st Century creating new ways to facilitate learning. This book sheds light on developing information technology trends in modern libraries. Evolving emerging technology trends applicable to library information resources, services and teaching programmes are the key emphasis & subjects of this book. The work is intended to draw a clear roadmap for all those professionals who have a strong interest in emerging technologies and their impact on library information technology infrastructure and related applications, programs and services.

This book also focuses on how the evolving emerging technologies could impact the ways of designing, developing, integrating and enhancing high-quality, seamless, dynamic, mobile and interactive library information resources and services in the digital age.

Moreover, this book serves as a guide for all those interested in learning about, and implementing, the available technologies that enhance library services, and also list and discuss the types of emerging technologies that are available for a specific area of work.

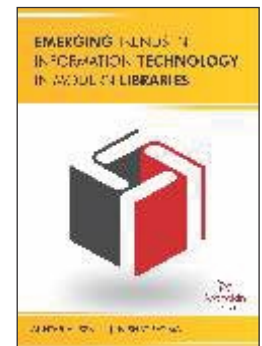
ABOUT THE AUTHORS

Dr. Akhtar Hussain is a Librarian, King Saud University, Riyadh, Saudi Arabia. He received his Doctoral Degree of Library and Information Science in 2011 from the Department of Library & Information Science, Aligarh Muslim University, Aligarh, India, under the supervision of Dr. Nishat Fatima, Associate Professor at the same department. His previous works focus on Online Public Access Catalogues (OPACs): an annotated bibliography. Dr. Hussain's works have been published in peer reviewed journals at national and international level.

Dr. Nishat Fatima is an Associate Professor at the Department of Library & Information Science, Aligarh Muslim University, India. She is very keenly imparting teaching and is also actively engaged in research supervision, because of her intellectual and valuable guidance many scholars have been awarded Ph.D. degrees. Her papers have been published in peer reviewed journals at national and international level.

CONTENTS

1. Multimedia Systems in Libraries and their Applications, 2. Digital Reference Service in Libraries, 3. Remote Access Technologies for Library Users, 4. Barcode Technology and Its Use and Applications in Libraries, 5. QR Codes in Libraries, 6. Emerging Mobile Technologies in Libraries, 7. Internet of Things and Libraries, 8. WebOPACs for Library Users, 9. Web 3.0 Tools - Applications and Impact on Library Services, 10. Library Access with LibX and Zotero - Two Open Source Firefox Extensions, 11. Google Scholars: A Tool to Hunt Scholarly Information, 12. MOOCs: A Massive Opportunity for Libraries, 13. Plagiarism Software's in Scholarly Works



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348 pg. | 2017 | HB | ₹ 1595

User Education in Academic Libraries: A Practical Approach

Satya Prakash Singh

ABOUT THE BOOK

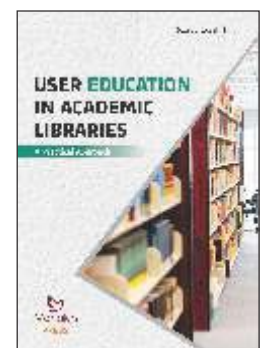
A college library is a further stepping stone after a school library which plays a key role in shaping the destiny of a nation. It also is a mirror that shows in it the present shape & scenario of level of higher education ours being a developing country the college libraries are mostly deprived of resources & infrastructure & to meet these short coming they have to rely heavily on user education initiatives so as to enable users to make utmost usage of all available resources.

Present book "User Education In Academic Libraries" strives to delve into bits & pieces of running a college library with user satisfaction as key deriving force.

ABOUT THE AUTHOR

Dr. Satyaprakash Singh is working as Librarian in Maharaja Agrasen College, University of Delhi. He did his B.Lib.Sc. from Kurukshetra University, M.A. in Economics from CCS University, Meerut and M.Lib.Sc. from Sagar University (M.P.). He also did a Post-Graduate Diploma in Computer Applications from NIMT University, Jaipur. Later on, he completed his research and Ph.D. from Jiwaji University, Gwalior. He is guiding many aspiring candidates doing active research to obtain Ph.D. through his association with many state and private Universities. With many research papers and published titles, he has been trying his level best to contribute more and more toward furthering the interests and scope of library and information science field.

During the course of his career has been associated with many leading institutional libraries of repute. He has also presented more than 40 papers in several national and international CONFERENCES. It is hoped that the present book will act as a bible for librarians who are entering the field and setting up or managing a college or academic library.

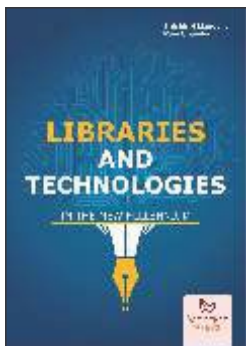


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116 pg. | 2018 | HB | ₹ 595

CONTENTS

1. Introduction, 2. User Education, 3. User Education Programme in Higher Education, 4. Teaching Aids for User Education, 5. User Education in Information Age, 6. Effective Models and Their Evaluation with Special Reference to Colleges of Western U.P., Bibliography





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180 pg. | 2018 | HB | ₹ 495

Libraries & Technologies In The New Millennium

Shishir H. Mandalia | Ram Chander

ABOUT THE BOOK

The Beginning of the 21st Century has been called Information Age because of the explosion of information output and information sources. It has become increasingly clear that students cannot learn everything they need to know in their field of study in a few years during stay in the college. To meet the needs of student, we must provide them some latest technology and this can be automated system in the library. The human element is a very important aspect in implementing the automated system in the library. The library and its staff are the focal point and play a very important role in the process of library automation.

During the automation process, it is crucial for the library to assure a coordinating role to be aware what is going on globally at all times competence, staff awareness and participation are crucial for the success of the new system or services. Beside this, it is also equally necessary that the library staff should computer literate and professionally experienced, involvement of staff that will be affected at all levels in the new system/service is a prerequisite for the successful implementation of the automation process.

This book will also provide a prospect to make out the strengths and weakness of library automation system and to suggest new open source software management tool in electronic environment, programs for redesigning libraries into next generation libraries for development of education system. The theme has been further divided into three sub themes, to enable the professionals to present their ideas, experiences. The Library professionals have also made fresh research studies in this and related areas. This volume consists of paper written by the professionals, and discussion on these papers written by the professionals, and the various discussions on different issues are likely to provide an opportunity and platform for sharing their experience and ideas.

ABOUT THE AUTHORS

Dr. Ram Chander (born, 1972) did his integrated diploma in Computer Application, M.A. Public Administration, M. Lib. & Information Science from Kurukshetra University, Kurukshetra and Completed Ph.D. in Library & Inf. science under a well known scholar of National fame and the author of several books. Presently, he is working as a Librarian and Head Dept. of Library and Inf. Science, Aggarwal College Ballabgarh, Faridabad (Haryana). He is author/ editor of several books titled: Library Modern Society, Fundamental of Library Science, Library Administration, Study of open Resources in Digital Library Software and Problems of College Libraries in Digital Era etc. He is life member of many professional bodies like: ILA, HLA and IASLIC. He is organized a number of National and Regional Seminar, Conferences and Workshop and Presented papers. He is supervising many students of M. Lib. Sc., M.Phil. and Ph.D. of various Universities in India. He is Managing Editor, International Journal of Library & Information Management (ISSN: 0975-878X) and International Journal of Professional Development (ISSN: 2277-517X). He is actively engaged in academic work.

Dr. Shishir H. Mandalia is a Senior library professional. He completed his M.Sc. (Organic Chemistry) with 1st class in 1998. M.L.I.Sc with Gold medal in 2002 and completed his Ph.D. in Library and Information science in 2010 from Bhavnagar University, Bhavnagar. He cleared SLET exam in Library and Information Science subject in 2003 from MSU/UGC. He served as a lecturer at Bhavnagar University, Bhavnagar and Hemchandracharya North Gujarat University, Patan. He delivered as a subject expert in Refresher and Orientation Course at various academic staff colleges. He organized numbers of Seminar and Workshops. He is an author of three books and about thirteen research papers. He attended more than ten National/International Seminar and Workshop. Students are pursuing their doctoral reading under his supervision and guidance. Presently, he is working as a University Librarian (I/c.) and Publication Officer (I/c.) at Sardar Patel University, Vallabh Vidyanagar-388 120, Anand, Gujarat, since 2010.

CONTENTS

Preface, Libraries and Technologies, Role of Library Personnel in New Digital Environment, Total Quality Management in College Libraries: A LIS Perspective Approach, Role of Total Quality Management in Academic Library, A Perspective and Advantages of Open-Sources, Role of Social Networking in Digital Era: An Overview, Necessity of Multilingual Supportive Functional Model to Effective Online Information Seeking for Academicians, Security and Privacy Challenges in Cloud Computing, Role of Information Technology in Libraries, Challenges and Issues: Migration to Open Source Software, Marketing Strategies for Virtual Resources in Electronic Commerce, Role of Library Professionals in Today's Globalized Era, Internationalization and Curriculum Development Programmes of Library and Information Science Education



Next Generation Library System

Noushad Ahmed

ABOUT THE BOOK

The implementation of Integrated Library Systems (ILS) became widespread in the 1980s and 1990s as libraries started or continued to automate their procedures. These systems enabled library staff to work and in many cases, more professionally than they had in the past. However, these systems were also limiting—especially as the nature of the work began to change—largely in response to the progression of electronic and digital resources that they were not designed to manage. New library systems is the second (or next) generation system are needed to efficiently accomplish the methods of acquiring, describing, and making available all library resources. This book deliberates the state of library systems today and defines the arrangements needed in a next-generation library system. The authors also examine some of the next-generation library systems currently in development that purport to fill the varying needs of libraries.

After many years of changes in information technology, and particularly in the last decade, the library has seen itself facing remarkable changes in terms of both resources and services it provides. On the resource side, print material and physical items are no longer leading collections; electronic resources are fast outpacing physical materials to become the dominant library resources, especially in the academic and special libraries. In addition, many other digital format resources, such as digital collections, institutional repositories, and e-books have taken a very strong root. On the service front, library users habituated to instantaneous and fast searching, finding, and accessing information in the Google age and more instant and easy access to library resources and services. But the library automation system, also called the Integrated Library System (ILS), has not reformed much for the past two decades. It finds itself uneasily handling the ever-changing library environment and workflow. Library staff becomes ever more frustrated with the ILS, noting its inadequacy in dealing with their daily jobs. Library users are tangled by the many interfaces and complications of library applications and systems. It is clear that, we are at the tipping point for a very dramatic and fast change in the area of library automation systems.

The present work is a very conscious effort to map all these difficulties and changes that have come to fore with changes of times and present more logical solutions to all users under the every changing ambit of ILS or (Integrated Library Systems). Author is sure that readers both students and researchers of the subject and practising librarians will find the book easy to use tool which helps them in becoming a new age librarian.

ABOUT THE AUTHOR

Noushad Ahmed is currently working as Librarian at Ambedkar Institute of Advanced Communication Technologies and Research, Govt. of NCT of Delhi, New Delhi. He has been associated with Tata Consultancy Services, New Delhi, The Energy and Resources Institute, New Delhi and Delhi University Library System, Delhi. He obtained his M.A., M.L.I.Sc and M.Phil (Library Science) degrees from Delhi University, India. He has also qualified UGC-NET in 2010. He has around seven years of professional and research experience.

His research papers have been published in many national and international journals and also participated and presented the papers in many seminars and conferences. His key expertise spans to most fields associated with library and information science like Website Evaluation, Social Networking Sites and Libraries, Electronic Resource, RFID Technologies in Libraries and Collection Development and Management in Media Libraries. etc.



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CONTENTS

1. Perception of Semantic Web Technologies in Libraries, **2.** Rage Against Machines in the Digital Environment: Attitudes of Librarians Towards Technology, **3.** Implement of Benchmarking: Essential for University Libraries, **4.** Comparative Features of Integrated Library Management Software Systems: A Study, **5.** Library Automation Features and Implementation: An Overview, **6.** Digital Library Services and Communities in Academic Libraries, **7.** Libraries in the Digital Age, **8.** Promotion of Digital Information in Public Libraries in India, **9.** Skills for the LIS Professionals in ICT Environment, **10.** Application of Information and Communication Technology in Academic Library: An Overview, **11.** ICT an Essential Tool for Library Automation, **12.** Importance and Usage of Internet for Library and Information Professionals, **13.** Need and Importance of Internet in Resource Sharing, **14.** RFID: A Case Study, **15.** Library Consortia in India: A Greater Access to the Library Resources





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Information Communication in Digital Era Present Scenario and Future Perspectives

**Dr. Krishan Kant, Dr. Ram Chander
Dr. Jay Pal Singh, Dr. Geeta Gupta**

ABOUT THE BOOK

The access to digital information is an event marked by the connectivity and technology and the relation of both with the user. This factor will determine the success or failure of the information professionals. Information access and use can only flourish in a society that appreciates the need for it and where government recognizes that information is the key to national growth and prosperity. Information seekers and users may not know about the resources available. The role of libraries have not always been made clear to information seekers. The explosion of information is obviously a challenge to libraries. Recognizing its importance, information is sought in an increasing number of situations by an increasing number of people. This has increased the volume of available information. The advancement of knowledge is made possible by researchers and scholars in all fields. Coupled with this is the fusion and fragmentation of disciplines and knowledge. As these break down into smaller segments, the scholarly literature becomes more specialized. In addition, there are thousands of other information packages, e.g., journals, magazines, and newspapers, being turned out by an ever-expanding publishing industry. The electronic media also produce vast volumes of information.

ABOUT THE AUTHORS

Dr. Krishan Kant is a Principal of Aggarwal Post Graduate College (NAAC Accredited 'A' Grade with CGPA: 3.40 and CPE Status by UGC, New Delhi) situated at Ballabgarh, District Faridabad, Haryana (India). He is having more than twenty eight years of experience in teaching and administration. He has several publications to his credit in journals of International and National repute with high impact factor and he is on the panel of various journals as patron, editor and reviewer. He is recipient of several prestigious awards and member of various professional organization/bodies. He has authored and edited many books. He has travelled aboard several times for delivering invited talks and chairing various technical sessions. He has been the president of Nuclear Track Society of India, BARC, Mumbai. He is Science Graduate from M.D. University, Rohtak, Post Graduate in Physics from Kurukshetra University Kurukshetra and M.Phil. from the same University. Dr. Krishan Kant was awarded Ph. D. degree in Physics titled, "Health Effects of Low Level Exposure to Ionizing Radiation" in 2001 from Dr. B. R. A. University Agra (U.P.) India.

Dr. Ram Chander (born, 1972) did his integrated diploma in Computer Application, M.A. Public Administration, M. Lib. & Information Science from Kurukshetra University, Kurukshetra and Completed Ph.D. in Library & Inf. science under a well known scholar of National fame and the author of several books. Presently, he is working as a Librarian and Head Dept. of Library and Inf. Science, Aggarwal College Ballabgarh, Faridabad (Haryana). He is author/ editor of several books titled: Library Modern Society, Fundamental of Library Science, Library Administration, Study of open Resources in Digital Library Software and Problems of College Libraries in Digital Era etc. He is life member of many professional bodies like: ILA, HLA and IASLIC. He is organized a number of National and Regional Seminar, Conferences and Workshop and Presented papers. He is supervising many students of M. Lib. Sc., M.Phil. and Ph.D. of various Universities in India. He is Managing Editor, International Journal of Library & Information Management (ISSN: 0975-878X) and International Journal of Professional Development (ISSN: 2277-517X). He is actively engaged in academic work.

Dr. Jay Pal Singh got his M.A. degree in 1989 and M.Phil. in 1991 from Kurukshetra University Kurukshetra (Haryana). Later, he took his Ph.D. degree from Dr. B.R. Ambedkar University Agra (Uttar Pradesh). At present, he is an Associate Professor and Head, Department of History, Aggarwal College Ballabgarh, District Faridabad, Haryana. He has more than 27 years of teaching experience in the College Research Paper Contributed/Published in Seminars/Conferences and Journal/International Journals: 16, Conference and Seminars Attended / Presented paper: 09, Book Published on History of India, National Movement, Ancient, Medieval & Modern World: 09. Book are Implemented in UG Syllabus in all the Universities of Haryana.

Dr. Geeta Gupta is an Assistant Professor, Department of English, Aggarwal PG College Ballabgarh. She is having 17 years of teaching experience. She has edited two books and presented various research papers in many International and National conferences and also published research papers in different refereed journals. She is the member of the editorial board of a refereed journal 'International Journal of Professional Development.'

CONTENTS

1. E-Books: An Emerging Trend, **2.** Library Services and Users' Satisfaction in College Library: A Study of Govt. P.G. College, Panchkula, **3.** Collection Development Strategies and Policies in Management Institutes Library: An Overview, **4.** Citation Analysis of Ph.D. Theses of Economics Submitted in M.D.U Rohtak From 2004-2014, **5.** E-Resources: Access and Use Among Self Financing Engineering Colleges of Western UP, **6.** Modern Security System at National Medical Library (NML), **7.** Functional Relationships Analysis of Marketing in Library Resources & Services in Digital Era, **8.** Open Source Software for Modern Libraries, **9.** Modernization in the Academic Libraries, **10.** Evaluation of Users Satisfaction of College Library: A Study, **11.** Information Literacy Among Undergraduate Students of Mukandlal National College Yamuna Nagar, Haryana: India, **12.** Need of Training and Leadership in Library, **13.** Role of Libraries for Sustainable Development of Education, **14.** Data Mining an Emerging Trend in Academic Libraries: An Overview, **15.** Retrospect of User Education in Academic Libraries, **16.** Professional Competencies for Modern Library Managers: A Futuristic Approach for Development and Training of Library and Information Professionals, **17.** If Anything Beyond Web 2.0: The Implications for Librarianship, **18.** Users Perception on Use of Library Services at Mukand Lal National College, Radaur (Yamunanagar): A Case Study, **19.** Digital Humanities, Technological Revolution and The Modern Academics, **20.** Application of Cloud Computing in Libraries, **21.** Research Output in The Field of Soil Science (2010-2014) At CCSHAU and PAU: A Citation Study, **22.** Use of Internet by Urban and Rural Students in Degree Colleges of Haryana: A Comparative Study, **23.** Digital Library: Some Issues and Challenges, **24.** A Study of The Thinking Styles of Prospective Teachers N Relation to Their Emotional Intelligence, **25.** Copyright Issues in Libraries



Information Retrieval Systems

Managing Libraries in NEO-Information Society

Akhtar Hussain

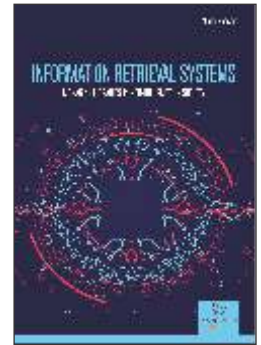
ABOUT THE BOOK

This book would be useful for students and research scholars of humanities and social science disciplines particularly BLISC, MLISC, Ph.D. scholars and information professionals who aim to have an expertise in library and information science.

This book would be highly useful to fulfil the research needs of scholars in others disciplines of social sciences as well. Furthermore, this book is tailored specifically for working librarians, future librarians and for anyone at the portals of digital enthusiasm.

ABOUT THE AUTHOR

Dr. Akhtar Hussain is a Assistant Librarian, National Institute for the Empowerment of Persons with Intellectual Disabilities (NIEPID), Regional Centre, Noida, U.P., India. And he received his Doctoral Degree of Library and Information Science in 2011 from the Department of Library and Information Science, Aligarh Muslim University, Aligarh, India. He has also worked in various capacities in King Saud University, Riyadh, Kingdom of Saudi Arabia, Indian Business Academic, Bangalore and Ch. Charan Singh University, Meerut, India. Dr. Hussain has authored five books and his papers have been published in peer reviewed and UGC refereed journals at national and international level.

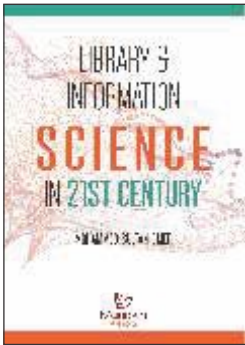


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CONTENTS

1. Information Retrieval Systems: Its Features and Models, **2.** Cloud Computing in Integrated Library Management and Retrieval System, **3.** Application of 'Tag Cloud' in Managing Libraries and Retrieval System, **4.** Application of Data Mining in Libraries, **5.** Information Superhighway on Library and Information Services, **6.** Open Access Initiatives in Managing Libraries, **7.** Search Engines as an Effective Tool for Library Professionals, **8.** Subject 'Gateway' in Library and Information Services, **9.** Unicode and Library System: State-of-the-Art Services, **10.** Z39.50: An Information Retrieval Protocol in Libraries, **11.** Knowledge Management and their Role in Libraries, **12.** Application of Expert Systems in Library Services, **13.** Application of Digital Rights Management in Libraries, **14.** Digital Object Identifiers (DOIs) and their Usage in Libraries, **15.** Application of Information Security Systems in Libraries





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Library & Information Science in 21st Century

Mohammed Sultan Omer

ABOUT THE BOOK

Knowledge is the most vital factor in the development and growth of individuals, institutions and thereby also of a nation. The present century has seen an exponential growth in knowledge: both in the way it is produced and the way it is shared. As librarians are trained in searching, acquiring, selecting, organizing, preserving and disseminating information, it was long presumed that knowledge management is their domain. The growth of information management therefore has become a key concern of librarians and libraries have had to develop their resource access and sharing strategies.

The most important feature of this book is that it tries very successfully to share ways to achieve what has been stated above through its very well researched and written papers on Internet, RFID technology, Digital Library and Library automation. Papers on e-resources, copyright, library consortium etc. are also few of the outstanding features of this book. The papers presented in this book will be helpful to Library science students and Professionals by providing insights about knowledge handling and its seamless dissemination.

ABOUT THE AUTHOR

Dr. Mohammed Sultan Omer is a librarian at MMAJ Academy of International Studies, Jamia Millia Islamia, New Delhi. Dr. Sultan has great administrative skills and a deep knowledge of Information and Communication Technology in Libraries. He also has many papers to his credit in National and International Conferences and Seminars. It is his futuristic vision and dedication to his work that he successfully computerized two libraries on two different softwares, 1. Engineering Faculty Library on Libsys ILMS, 2. MMAJ Academy of International Studies Library, where he is also presently working, on KOHA ILMS. For a long time, he has been associated with Architecture and Ekistics Library too.

Besides academics Dr. Sultan is a good player of cricket and has represented University Staff Cricket Team as Manager-cum-player which won three All India Tournaments.

CONTENTS

Preface, **1.** Perception of Semantic Web Technologies in Libraries, **2.** Rage Against Machines in the Digital Environment: Attitudes of Librarians Towards Technology, **3.** Plagiarism: Causes, Effects and Prevention, **4.** Comparative Features of Integrated Library Management Software Systems: A Study, **5.** Library Automation Features and Implementation: An Overview, **6.** Digital Libraries: A Comprehensive Study, **7.** Library Automation: Issues and Challenges, **8.** Libraries in the Digital Age, **9.** The Role of Digital Library in Present Scenario, **10.** Skills for the LIS Professionals in ICT Environment, **11.** Application of Information and Communication Technology in Academic Library: An Overview, **12.** ICT an Essential Tool for Library Automation, **13.** Importance and Usage of Internet for Library and Information Professionals, **14.** Need and Importance of Internet in Resource Sharing, **15.** Use of Mobile Technology as a New Emerging Phase in Automated Academic Libraries: An Overview, **16.** RFID: A Case Study, **17.** Use of RFID Technology in Libraries, its Components and Benefits, **18.** Library Consortia in India: A Greater Access to the Library Resources, **19.** Library Consortium in India: An Overview, **20.** The Concept of E-Consortium: In Indian Perspective, **21.** E-Resources: As Revolutionize Instrument in Present Scenario, **22.** Study on Cloud-Based Mass Data Storage of Libraries, **23.** Zotero: A Reference Management Software, **24.** Collection Development of Academic Libraries in ICT Based Environment: Issues and Challenges, **25.** Models of Information Seeking Behaviour, **26.** Transmuting Libraries in Electronic Environment, **27.** Role of Library Personnel in New Digital Environment, **28.** Role of Total Quality Management in Academic Library, **29.** Necessity of Multilingual Supportive Functional Model to Effective Online Information Seeking for Academicians, **30.** Challenges and Issues: Migration to Open Source Software, **31.** Internationalization and Curriculum Development Programmes of Library and Information Science Education



Heteropneustes fossilis

Role of Vasotocin in Reproduction

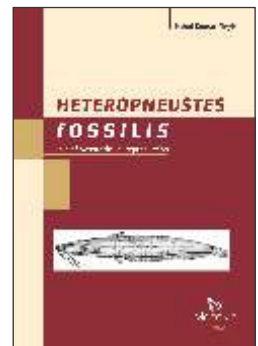
Rahul Kumar Singh

ABOUT THE BOOK

The present book deals with the fish neuroendocrinology, which specifically throws light on the Vasotocin a nonapeptide hormone responsible for the reproductive behaviour and successful reproduction in the lower vertebrates. Further, this book deals with internal and external cues such as catecholaminergic regulation, steroidal hormones interplay and pheromones, temperature and photoperiod and their correlation with the Vasotocin and its regulation, which directly or indirectly plays an important role in reproductive activity of the Indian catfish *Heteropneustes fossilis*.

ABOUT THE AUTHOR

Rahul Kumar Singh is a trained fish neuroendocrinologist under the well renowned Fish Neuroendocrinologist Prof K. P. Joy. Dr. Singh is currently working as Assistant Professor at the prestigious Department of Zoology, Banaras Hindu University (BHU), Varanasi. Before joining BHU he worked in the same capacity at Sam Higginbottom Institute of Agriculture Technology and Sciences (SHIATS), Allahabad. Dr. Singh did his Doctoral research from the same department where currently he is working. He was awarded Sir J. C. Bose Medal for the best thesis in Life Sciences in the year 2015. He was also conferred with the honour of best teacher for the year 2014 during his days of teaching at SHIATS.



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CONTENTS

1. Introduction, 2. Circadian and Seasonal Variations in Brain and Plasma Vasotocin, 3. Effects of Altered Photoperiod and Temperature on Vasotocin, 4. Differential and Reproductive Stage-Dependent Catecholaminergic Regulation of Vasotocin, 5. Estrogen Regulation of Brain Vasotocin: An interaction with catecholaminergic system, 6. Effects of Ovaprim on Vasotocin and Steroid Hormone Profiles, 7. Pheromonal Stimulation of Vasotocin and Ovarian Steroid Secretion, References

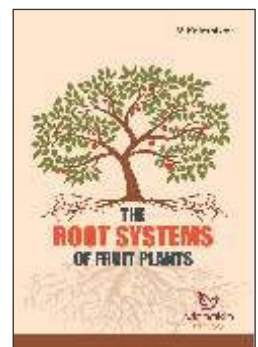
The Root Systems of Fruit Plants

V. Kolesnikov

ABOUT THE BOOK

The book Root System of Fruit Plants provides the horticulturist with the information that needs to be able to choose an adequate method for discovering the causes of weak growth in fruit-bearing plants, for determining the correct depth of soil treatment in orchards and soft-fruit plantations, and for improving the system of agrotechnical measures that will ensure high yields of fruit.

A knowledge of the techniques of studying root systems is also essential for those engaged in laying out orchards in new areas, in order to determine the precise depth of pre-planting ploughing and the planting distances for trees and shrubs in various soils.



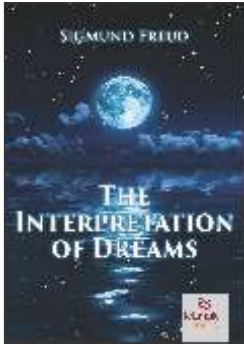
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278 pg. | 2018 | PB | ₹ 795

CONTENTS

1. Structure and Activity of The Root System, 2. Development and Classification of Methods of Root System Studies, 3. The Skeleton Method, 4. The Monolith Method, 5. The Trench (profile) Method, 6. Method For Washing Out Roots of Whole Plants, 7. Field (glass-panel) Method, 8. Free-monolith Method, 9. Boring Method, 10. Volumetric and Adsorption Methods, 11. Other Methods, References



RECENT



ISBN: 9789-38667-7341
600 pg. | 2018 | PB | ₹ 995

SOCIAL SCIENCE

The Interpretation of Dreams

Sigmund Freud

ABOUT THE BOOK

What are the most common dreams and why do we have them? What does a dream about death mean? What do dreams of swimming, failing, or flying symbolize?

First published by Sigmund Freud in 1899, *The Interpretation of Dreams* considers why we dream and what it means in the larger picture of our psychological lives. Delving into theories of manifest and latent dream content, the special language of dreams, dreams as wish fulfillments, the significance of childhood experiences, and much more, Freud, widely considered the “father of psychoanalysis,” thoroughly and thoughtfully examines dream psychology. Encompassing dozens of case histories and detailed analyses of actual dreams, this landmark text presents Freud's legendary work as a tool for comprehending our sleeping experiences.

Renowned for translating Freud's German writings into English, James Strachey—with the assistance of Anna Freud—first published this edition in 1953. Incorporating all textual alterations made by Freud over a period of thirty years, it remains the most complete translation of the work in print.

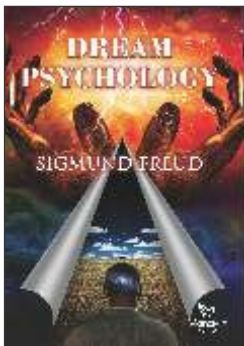
ABOUT THE AUTHOR

Sigmund Freud (born Sigismund Schlomo Freud 6 May, 1856 - 23 September 1939) was an Austrian neurologist who became known as the founding father of psychoanalysis.

CONTENTS

1. The Scientific Literature of Dream-Problems (Up to 1900), 2. The Method of Dream Interpretation, 3. The Dream as Wish-Fulfillment, 4. Distortion in Dreams, 5. The Material and Sources of Dreams, 6. The Dream-Work, 7. The Psychology of the Dream Processes, *Bibliography*

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ISBN: 9789-38667-7181
152 pg. | 2018 | PB | ₹ 295

SOCIAL SCIENCE

Dream Psychology

Sigmund Freud

ABOUT THE BOOK

From the dawn of human consciousness, dreams have always fascinated us. Do they mean something? Do dreams help us see into the future? These questions have intrigued us for centuries. Sigmund Freud was one of the first people to examine dreams seriously and interpret them in the context of our waking lives. In *Dream Psychology: Psychoanalysis for Beginners*, the Austrian psychoanalyst, Dr Sigmund Freud shares his exciting early discoveries that there was indeed a connection between his patients' dreams and their mental disturbances. Sigmund Freud was educated to be a neurologist, but went on to revolutionize the world of human psychology by establishing the theories of psychoanalysis. This is a clinical therapeutic method for dealing with mental disturbances. He considered dreams as extra information that the patient was unable to convey to the analyst during the waking state.

Dream Psychology, first published in 1921, and translated by MD Eder, is a definitive work which changed the climate of treatments and handling of different neuroses and dysfunctional people. The book is divided into nine chapters. In many of them, Freud uses his own dreams as subjects for interpretation, while in others, he uses his patients' dreams to elucidate his theories of psychoanalysis. While some of the theories may no longer be relevant or valid in today's world, this book is indeed one of the foundation stones of Freudian psychoanalysis and marked a water-shed in the attitude towards dreams. He refuted the purely medical and purely spiritual interpretations that had been prevalent till then and proposed a completely new theory.

Some of the most interesting parts of the book deal with symbols and language in dreams. Freud developed a standard system of symbols and their actual meaning based on his studies and used it to interpret and decode what his patient was really thinking and conveying. Many of the dreams he recounts were analyzed in the context of Victorian attitudes towards sexuality, repressed desires and unfulfilled wishes. By analyzing and understanding these dreams, Freud's patients were able to get a better understanding of their underlying, unexpressed motives and this set them on the path to healing.

ABOUT THE AUTHOR

Sigmund Freud (born Sigismund Schlomo Freud 6 May, 1856 - 23 September 1939) was an Austrian neurologist who became known as the founding father of psychoanalysis.



A General Introduction to Psychoanalysis

Sigmund Freud

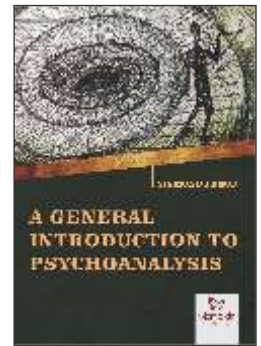
ABOUT THE BOOK

Few, especially in this country, realize that while Freudian themes have rarely found a place on the programs of the American Psychological Association, they have attracted great and growing attention and found frequent elaboration by students of literature, history, biography, sociology, morals and aesthetics, anthropology, education, and religion. They have given the world a new conception of both infancy and adolescence, and shed much new light upon characterology; given us a new and clearer view of sleep, dreams, reveries, and revealed hitherto unknown mental mechanisms common to normal and pathological states and processes, showing that the law of causation extends to the most incoherent acts and even verbigerations in insanity; gone far to clear up the terra incognita of hysteria; taught us to recognize morbid symptoms, often neurotic and psychotic in their germ; revealed the operations of the primitive mind so overlaid and repressed that we had almost lost sight of them; fashioned and used the key of symbolism to unlock many mysticisms of the past; and in addition to all this, affected thousands of cures, established a new prophylaxis, and suggested new tests for character, disposition, and ability, in all combining the practical and theoretic to a degree salutary as it is rare.

These twenty-eight lectures to laymen are elementary and almost conversational. Freud sets forth with a frankness almost startling the difficulties and limitations of psychoanalysis, and also describes its main methods and results as only a master and originator of a new school of thought can do. These discourses are at the same time simple and almost confidential, and they trace and sum up the results of thirty years of devoted and painstaking research. While they are not at all controversial, we incidentally see in a clearer light the distinctions between the master and some of his distinguished pupils. A text like this is the most opportune and will naturally more or less supersede all other introductions to the general subject of psychoanalysis. It presents the author in a new light, as an effective and successful.

ABOUT THE AUTHOR

Sigmund Freud (born Sigismund Schlomo Freud; 6 May 1856 - 23 September 1939) was an Austrian neurologist who became known as the founding father of psychoanalysis.



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Addiction | Health | Medicine

Alcoholism

CAUSES, SYMPTOMS EFFECTS AND TREATMENT

V.K. Shanwal | B.S. Chhikara

ABOUT THE BOOK

The book includes research on multi-dimensional aspects of problems related to alcohol. The chapters cover a wide range of topics on the theme of Alcoholism ranging from reasons and factors that induce alcoholism, to health risks and finally possible medical, psychological and alternative remedial measures. Various factors such as genetics, childhood influences, antisocial behavior, and personality traits contribute to this menace of alcoholism. Cultural values, beliefs, and childhood experiences to govern thought process are indirectly related to earlier stages of alcohol addiction. Family history and life stress have implications on individual/s susceptibility to alcohol addiction. Personality traits influence the addiction in individuals. The treatment of alcoholism involves different therapies besides medicines for comprehensive and smooth recovery of the person. The important inducing factors, impact on society, individual, brain, family, nutritional deficiency and possible therapies such as body psychotherapies, herbal and natural therapy have been covered in the book in hopes of a comprehensive solution

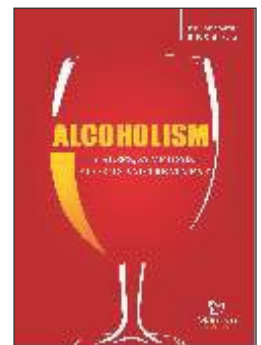
ABOUT THE AUTHORS

Dr. V.K. Shanwal completed his postdoctoral research from Indian Council of Medical Research (ICMR), carried out work at Institute of Human Behaviour & Allied Sciences, Delhi. He has also worked at Fiji National University as Associate Professor. He has authored a book "Emotional Intelligence: The Indian Scenario" and is one of the editors of another book titled "Emotional Intelligence: Theoretical and Cultural Perspectives" published by Nova Science, New York. He has published more than three dozen of papers and attended more than two dozens of Conferences/ Seminars at national as well as international level mostly on Mental Health/Public Health issues. Currently he is Head, Department of Education and Training at Gautam Buddha University.

Dr. B.S. Chhikara is a doctorate in Biomedical Sciences from University of Delhi. He has research experience in various interdisciplinary fields. He has worked in different institutes like Institute of Nuclear Medicine and Allied Sciences (DRDO), Indian Institute of Science Bangalore, University of Rhode Island, Kingston, USA. He has published more than 38 research articles in reputed international journals, published two books on organic chemistry and environmental sciences, and has presented his work at many national and international conferences. He is currently teaching at University of Delhi.

CONTENTS

1. Is it the Personality or the Alcohol that Makes one an Addict?, **2.** Impact of Alcohol on Family Functioning, **3.** The Effects of Alcoholism on the Brain, **4.** Nutritional Deficiencies and Diseases Associated with Alcoholism, **5.** Alcohol De-addiction: Application of Body Psychotherapies, **6.** Understanding the Role of Probiotics as a Possible Treatment Strategy for Alcoholism Induced Liver Dysfunction, **7.** Herbal and Natural Medicines for Treatment of Alcoholism and Associated Diseases, **8.** Psychopharmacotherapy for Alcoholism: Challenges in Novel Approaches, **9.** Substance Abuse Disorder and its Management, **10.** Prohibition in India: A Study of the Historical & Contemporary Aspects, **11.** Patterns of Alcohol Abuse Among Urban Slums & Substandard Settlements: Review of Indian Literature towards Implications for Policy Interventions, **12.** Alcoholism: Popular Culture and Narrative Therapy Interventions, **13.** Alcoholism Among Adolescents and Juvenile Delinquency, **14.** Impact of Alcoholism on Various Aspects of Wealth Management

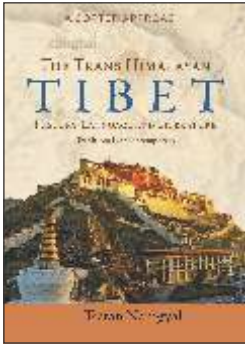


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BESTSELLER

SOCIAL SCIENCE



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A Copter Approach

The Trans Himalayan TIBET Histories, Languages and Literatures (Traditional & Contemporary) Volume-I

Tsetan Namgyal

REVIEW

The Copter focal point on the Trans-Himalayan peoples with multi-ethnicity requires reassessment. The '*Dan tig dkar chag*' with requisite maps narrates their fading image. Impact of Stag jig Bon po priests that of South Asian Buddhists followed by Muslims with Persian influence make them distinct from other Asians. Their selfassessment with rationale generates series of logical analyses. Their Languages distinguish them too in traits of communication. It opens an unprecedented vista as Elite Circle would remark. Dr. Annie Bien points out it through poetic way like as '*Threading the World Garland as a Rosary (Snyan nag)*' while one speak of Ethnic Tibetans in and out of the Land of Snow.

Professor László Pap a Hungarian Buddhist scholar and scientist by profession who explored well about what Csoma de koros the father of Tibetologist, mesmeric contribution to Tibetan literary works nicely innovated with his through observation on the Tibetan language and its transmission of Buddhist scripture to the Europeans and the English knowing Indian. Hence, the learned study covering all the resources available in respect to Csoma is remarkably significant and unique. Thus, their cognitive identity as dealt in this book deserves its uniqueness to invite readers for learning more in a short while.

— Suniti Kr. Pathak, *Visva Bharati University, Santiniketan*

ABOUT THE BOOK

After 1951, the 17 Point Agreement between Tibet and China in the Trans Himalayan Tibet became the Tibet Autonomous Region (TAR) of Peoples Republic of China (PRC) through graceful political absorption. Numerous publications on the pros and cons of the events have already come in the market but it demands a wholesome approach. The book edited in volumes is composed of authors from national and International levels have focused on these matters from Copter approach in order to reach the fact. The people of Trans Himalayans are not of the common stock. Their multiple speeches leave room for language diversity in communication traits. In course of time, consolidation of the people in monarchy (600 A.D.-650A.D.) attempts for integration started. Traditions record the venture with reference to personality of the great monarch and minister 'Srong Tsen Gampo' and 'Thonmi Sambhota' an elucidated scholar. Later on plurality in communication traits become systematize to great extend. This volume deals with this range of various issues.

ABOUT THE EDITOR

Tsetan Namgyal (Ph.D) is an expert on Tibet and Tibetan Studies, and is presently teaching and researching as an Assistant Professor at the Centre for Inner Asian Studies (Tibetan Studies) School of International Studies, Jawaharlal Nehru University in New Delhi. Coming from a traditional Tibetan academic background he knows Tibetan Language and Literature well which enabled him to extract Tibetan texts and other traditional resources written in classical Tibetan and its subdialects on numerous topics such as contemporary, Orientalism, Nationalism and allied subject particularly in the context of Tibet in International Relations. He worked as a Sr. lecturer at the Department of Buddhist Philosophy, Rastriya Sanskrit Sansthan, (Deemed University) Lucknow, Uttar Pradesh and also served as an Assistant Professor-II at the Department of Indo-Tibetan Studies at Visva Bharati University, Santiniketan, West Bengal before joining JNU in 2009. A graduated from 'Central Institute of Buddhist Studies' Leh, followed by MA and M. Phil from Delhi University and Ph. D from Lucknow University. His research areas include Buddhist Studies, Himalayan and Tibetan Studies and also having interest in Inner Asian Studies. He published more than twenty research papers in different national and international reputed journals and presented as many as thirty research papers at national and international conferences in India and abroad.

CONTENTS

Language and Grammar

1. Concept of Tibetan Language, Tibetan Language Teaching and Learning Process, **2.** Threading the Word Garland as a Rosary (Snyan nag), **3.** Classical Tibetan Grammar (Ratnashrīdipikā) **4.** Alexander Csoma de Kőrös and the Tibetan Language: On Responsibility of Preservation and Transmission of the Buddhist Scriptures, **5.** Bhoti: The Classical Language of the Himalayas

Culture and Literary Studies

1. Folklore and Music: A Case Study of Western Tibet (Ladakh), **2.** The Buddhist Hymns in Tibetan Literature, 8th–14th Century **3.** Importance of Tibetan Studies in the Time Context: Past and Contemporary *Pathak*, **4.** An Anothological Annotation of Dhammapada's Chapters of Twin Verses (Chos kyi tshigs bcad pa bam po danpo), **5.** Influence of Persian Identity on Tibetan Culture

Political History and Biography

1. *Maps and Territory in the 1950s: The Writing of the Dan tig dkar chag (A Guide to Dan tig Monastery)*, **2.** Some Observations on the Book: Bod ljongs kyi lo rgyus go bab dpyad zhib stod cha, Comment on the Historical Study of Tibet Vol. I, **3.** The Train Journey of A Tibetan Pilgrim Monk in India in 1924, Based on His Biography, **4.** Mipham's Advice for a King: Chapter One and Two of "The Ornament of The King: A Treatise of Royal Guidance"

Philosophical Literature

1. Epistemology of Nonduality: Tsongkhapa and Gorampa on the Nature of Nondual Knowledge in Madhyamaka, **2.** *An Assessment of Buddhist Logical Literature (gtan tshig gi zstan bcas) in Tibetan Language*, **3.** Development of Five Great Buddhist Spheres of Learning in Tibet: A Perspective (bhot-du-rignes chewa nga dargay jung- tsul- kor- leng wa), **4.** *Madhayamaka Philosophy (dbu ma pa'i lugs) according to 'Sa skya pa' Tradition of Tibetan Buddhism Glossary, Abbreviations, Index*



A Copter Approach The Trans Himalayan TIBET Identity and Politics Volume-II

Tsetan Namgyal

ABOUT THE BOOK

The Trans Himalayan Tibet, A Copter Approach on the theme of 'Identity Politics' in the Trans Himalayan Tibet, the greater Tibet which even extended to the crosslink of Inner most Asian part of Trans Siberia upto the Eastern Baikal Lake.

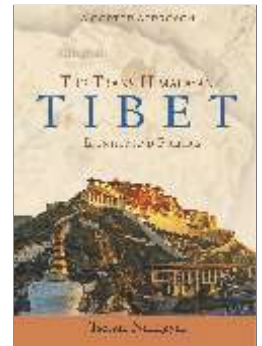
The terms and the subject 'Identity and Politics' is completely a new phenomena in the context of identity crisis among individual, community to a nation states on the grounds of various issues which make the barriers in society as such ethnicity, religion, language and many more factors evolved the culture of Identity politics. Hence, the terms have been used particularly in political and academic discourses in the early 20th century when 'Great Game' and 'Cold War' happened among different neighboring countries on the basis of their ethnic identity, culture and civilizational ethos.

In contemporary times, such concepts are generally limited to political and economic contexts to explain current geo-political processes with regard to ethnic identities. Scholars have focused on Tibet for several decades, especially with regard to its cultural identity Buddhism heritage and its environmental processes. The chapters in this volume are divided into four parts in terms of the issues they discuss, with regard to identity and politics in the Trans Himalayan region of Tibet.

ABOUT THE EDITOR

Tsetan Namgyal (Ph.D) is an expert on Tibet and Tibetan Studies, and is presently teaching and researching as an Assistant Professor at the Centre for Inner Asian Studies (Tibetan Studies) School of International Studies, Jawaharlal Nehru University in New Delhi. Coming from a traditional Tibetan academic background he knows Tibetan Language and Literature well which enabled him to extract Tibetan texts and other traditional resources written in classical Tibetan and its sub-dialects on numerous topics such as contemporary, Orientalism, Nationalism and allied subject particularly in the context of Tibet in International Relations. He worked as a Sr. lecturer at the Department of Buddhist Philosophy, Rastriya Sanskrit Sansthan, (Deemed University) Lucknow, Uttar Pradesh and also served as an Assistant Professor-II at the Department of Indo-Tibetan Studies at Visva Bharati University, Santiniketan, West Bengal before joining JNU in 2009. A graduated from 'Central Institute of Buddhist Studies' Leh, followed by MA and M. Phil from Delhi University and Ph. D from Lucknow University.

His research areas include Buddhist Studies, Himalayan and Tibetan Studies and also having interest in Inner Asian Studies. To his credit he has published more than twenty research papers in different national and international reputed journals and presented as many as thirty research papers at national and international conferences in India and abroad.



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CONTENTS

TIBET UNDER THE COMMUNIST CHINA DOMAIN

Tibet Since 1950: Six decades of Liberation from Feudalism to Imposition of Despotism – *KT Sarao*, Poverty and Out Migration in TAR (Tibetan Autonomous Region) – *Geeta Kochhar*, The Tibetan Dilemma for the People's Republic of China in the Twenty first Century – *Ambuj Thakur*, Buddhism and Business Ethics: Justice in an Economy of Merit – *Karma Lekshe Tsomo*

GEO STRATEGIC AND ENVIRONMENTAL FIASCO IN TIBET

Tibet's Natural Resource Endowment, Especially its Minerals, and their place in China's Development plans for the entire Tibetan Plateau – *Gabriel Lafitte*, The Natural Physical Environment of Tibet – *Chhering Tandup*, Chinese Nuclearisation Programme in the Tibetan Plateau and its Implications for India's Security – *Satish Kr Singh*

TIBET'S HISTORICAL RELATIONS WITH NEIGHBORING STATES

The 1913 Mongol-Tibet Treaty and the Dalai Lama's Proclamation of Independence – *Lobsang Tenpa*, The Tibetan Refugee Settlement as a Model for Nehruvian Rural Development in India – *Jan Magnusson*, Tibet and Inner Asia: From Historical Accounts – *Tsetan Namgyal*, Nepal's Changing Perspective on Tibetan Refugees – *Lobzang Chosdup*

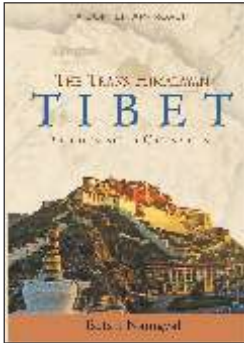
TIBET IN INTERNATIONAL INTERFACE

Tibet Question and Sino-Indian Interface – *Yukteshwar Kumar*, Untamed Tibet, Unrelenting China and Unresponsive World – *Anupma Kaushik*, The Relations Between Turkey and Tibet – *Baris Doster*, The Main Features and Tendencies of the Dissemination of Tibetan Buddhism in the West – *Ayusheyeva Dulma Vladimirovna*, On the Meaning of Dakini Cult in Medieval Japan – *Elina Lepekhova*



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SOCIAL SCIENCE



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A Copter Approach The Trans Himalayan TIBET Buddhism At The Crossroads Volume-III

Tsetan Namgyal

ABOUT THE BOOK

The third volume in the series is about Buddhism in the Trans-Himalayas and Trans-Siberian Region of Buryat, Russia. The Trans-Himalayan region includes Tibet, Ladakh, Kashmir, and Afghanistan and links with the Islamic world through the Silk Route trade and interactions with classical philosophical schools such as Confucianism. The volume primarily focuses on Buddhism in Buryatia, with some commentary on other parts of Russia. It attempts to throw light on the assimilation and dissemination of Buddhism in Russia as the Communist Revolution spread across the country. It traces the revival of Buddhism in Buryatia through Buryat literature, religious symbols, and secular practices. This volume is the result of analysis of Buddhist literatures in different countries, especially Tibet, Mongolia, China, and India. It also draws on field visits, developments in medical fields and on manuscripts and xylographs in St. Petersburg, to provide a commentary on the contribution of prominent Buddhist reformers in Russia.

ABOUT THE EDITOR

Tsetan Namgyal (Ph.D) is an expert on Tibet and Tibetan Studies, and is presently teaching and researching as an Assistant Professor at the Centre for Inner Asian Studies (Tibetan Studies) School of International Studies, Jawaharlal Nehru University in New Delhi. Coming from a traditional Tibetan academic background he knows Tibetan Language and Literature well which enabled him to extract Tibetan texts and other traditional resources written in classical Tibetan and its sub-dialects on numerous topics such as contemporary, Orientalism, Nationalism and allied subject particularly in the context of Tibet in International Relations. He worked as a Sr. lecturer at the Department of Buddhist Philosophy, Rastriya Sanskrit Sansthan, (Deemed University) Lucknow, Uttar Pradesh and also served as an Assistant Professor-II at the Department of Indo-Tibetan Studies at Visva Bharati University, Santiniketan, West Bengal before joining JNU in 2009. Graduated from 'Central Institute of Buddhist Studies' Leh, followed by MA and M. Phil from Delhi University and Ph. D from Lucknow University.

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CONTENTS

BUDDHISM IN THE TRANS-HIMALAYA

Buddhism as a Link between Afghanistan and Tibet – *Ambrish Dhaka*, Tibet-Ladakh Cultural relations through the Ages: Trade and Pilgrimage – *Sonam Joldan*, Tibetans in Exile: An Overview – *Anupma Kaushik*, Historic Origin of the Muslim Community in Tibet, A Review – *Arif Qazi*, Cultural Interaction between Tibet and Islamic World through Silk Route – *Goutam Das*, Evolution and Development of Tibetan Buddhism: An Overview – *Chunkey Namgyal*, Traditional Educational Values in Classical Asian Philosophies: A Comparative Look at Confucian, Buddhist and Gandhian Ideals of Education – *Sonam Thakchoe*

BUDDHISM IN THE TRANS-SIBERIA

Buddhist Traditions in Buryat Literature of 19th Century – *Darima Dashibalova*, Modern Buryats and the Religious Symbols – *Darima Zhamsueva*, Hambo Lama Ayusheev in The Buddhist and Secular Practices of Present Day Buryatia – *Darima Amogolonova*, The Buddhist heritage of Saint-Petersburg, A Case Study of Buddhist Manuscripts – *Alla Montau*, The Renovationist (Obnovlencheskoe) Buddhist Movement in Buryatia in the 1920s – *Tsyrempilova Irina Semenovna*, Relationship of the Buddhist Church and the State in Russia – *Victor Mityov*, Social and Political Aspects of Buddhism in Buryatia – *Leonid Yangutov*, Renewal Movement in Russian Buddhism: Two Reform Projects – *Nesterkin Sergey*

BUDDHIST LINKAGES BETWEEN TRANS-HIMALAYAN AND TRANS-SIBERIA

Integrative Historical and Cultural Role of Indian Mitra & Maitreya Cults in the Uniting Process of Eurasia – *Sergey Lepekhov*, Buda Rabdanov and His Journeys to Eastern Tibet – *Irina Garri*, Tibetan Medical Tradition in the History of Buryat People – *Yumzhan Zhabon*, Three prominent Reformers of Buddhism in Russia: Agvan Lubsan Dorjiev (1857-1930) Lubsan Sandan Tsydenov (1851-1922) Bidiya Dandaron (1914-1974) – *S Y Lepekhov*, Retrieving and Revisiting Buddhism Through the eyes of George de Roerich (Roerik) in Russia (Greater Russia) – *Tsetan Namgyal*



Mapping Tibet In the 21st Century (The Way Ahead)

Tsetan Namgyal

ABOUT THE BOOK

Understanding the complexity of issues confronting to Tibet is the prime focus of this book. As we all know the security and stability of our country is largely conditioned by the developments that are taking place in Tibet. Though, Tibet lost its Independent position gradually in the post-1945 phase but still it's going to play a significant role in the present scenario of world politics particularly in the context of South Asia and Eurasia Central Asian geopolitical dynamics.

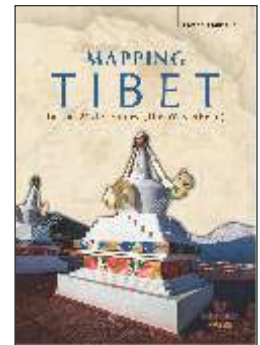
On the other side, India has been adamantly unyielding because of its long and high bonding historical and cultural relations with this land for centuries. The episode of 1959 Dalai Lama's fled to India along with large numbers of Tibetan refuge and India's unconditional support on the humanitarian ground at the edge of 1962 war with China has not affected even broaden the cordial relations stronger and strengthened while supporting the cause of Tibet. In recent year again Buddhism played a significant role in strengthening the relations.

Peace and stability in Tibet not only relevant to India and other Asian regions but the larger International community. Tibetan plateau has a rich mineral and water resources so these resources should be harnessed. Tibet can play a significant role and regain its identity in the International community only when it will be able to integrate itself with the global political system. Despite a lot of internal ethnic problems Tibet is still able to maintain its peace and tranquility. This is due to the Buddhist philosophy which preaches non-violence and universal brotherhood.

ABOUT THE AUTHOR

Tsetan Namgyal (Ph.D) is an expert on Tibet and Tibetan Studies, and is presently teaching and researching as an Assistant Professor at the Centre for Inner Asian Studies (Tibetan Studies) School of International Studies, Jawaharlal Nehru University in New Delhi. Coming from a traditional Tibetan academic background he knows Tibetan Language and Literature well which enabled him to extract Tibetan texts and other traditional resources written in classical Tibetan and its sub-dialects on numerous topics such as contemporary, Orientalism, Nationalism and allied subject particularly in the context of Tibet in International Relations. He worked as a Sr. lecturer at the Department of Buddhist Philosophy, Rastriya Sanskrit Sansthan, (Deemed University) Lucknow, Uttar Pradesh and also served as an Assistant Professor-II at the Department of Indo-Tibetan Studies at Visva Bharati University, Santiniketan, West Bengal before joining JNU in 2009. Graduated from 'Central Institute of Buddhist Studies' Leh, followed by MA and M. Phil from Delhi University and Ph. D from Lucknow University.

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CONTENTS

CHINA'S TIBET POLICY: REFORMS AND DEVELOPMENTS

Ecological Damage and Development in Tibetan Plateau and Its implications – *Satish Kr Singh*, The Dynamics of China's Religious Policy Towards Tibet during Mao's Regime – *Vikas Kumar Singh*, Cultural Revolution and Culture of Minority in China : A Study of Tibet – *Vijaya Chamundeswari*, Impact of the Tsangpo Dam built by China on Tribes and society of North East India – *Ruchi Awasthy*, China's Diversion Policy on the Brahmaputra River Basin – *Dileep Kumar*, The Great Western Development Programme: A Comparative Study in Tibet and Xinjiang – *Pooja Pingua*

SOCIO- RELIGIOUS AND CULTURAL IDENTITY

Between Great Tibet and Little Tibet: The Balti of Ladakh – *Mutasif Hussian*, Paradigm Shift in the Education System and its Impact on Women: A Case Study of Tibet – *Shravanee Banerjee*, "Proto Globalization in Ladakh": Religion, Politics and the Circuits of Exchanges – *Muzaffar Hussain*, Status of Women in Tibet and Bhutan; A Comparative Study – *Priyadharsani Verma*, Tibetan Muslims in Kashmir: Understanding the Issues of Identity – *Kouser Fatima*

TIBETAN IN EXILE: CHANGING DYNAMICS

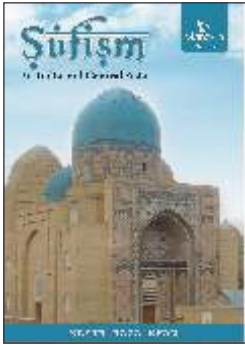
Central Tibetan Administration: A Case Study of Tibetan Democracy in Exile – *Harmeet Singh*, Tibet and China under Unrelenting Geo-politics Stratagem and Conflict (1951--) The Way Ahead – *Tsetan Namgyal*, A Study of Protest and Uprising in Tibet Since 1950: an Update – *Deskit Angmo*, Trend of Violence Against Women: A Case Study of Tibet and Uzbekistan – *Jigmet Spaldon*, Present Scenario of Tibet: Focusing on Cases of Self Immolation – *Alka*

TIBET AND INTERNATIONAL RELATIONS: PAST AND PRESENT

Tibet Issue in British India's Policy – *Rakesh Kr Yadav*, Tibet-China Affinity and Adversary Affairs: The Paradigm of Priest-Patron(Cho-yen) Relationship – *S.K Pathak*, Assessment of Russia's Involvement in the Tibetan Affairs During the Great Game – *Tseyang Lhamo*, European Union's Policy Towards Tibet: Post Strasbourg Proposal – *Madan Yadav*



SOCIAL SCIENCE



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Sufism in India and Central Asia

Nasir Raza Khan

ABOUT THE BOOK

Sufism in India and Central Asia is an attempt to put into perspective the relevance of Sufism -- the concept and teaching, and to provide a realistic assessment of its role in India and Central Asia. The people of these regions with different ethnic backgrounds, cultures and languages have been intermingling for many centuries, as seen in the cross-current exchanges of religious ideas and belief. The word Sufism, popularly known as mysticism is most likely derived from the Arabic word *suf* (meaning "wool"), more specifically it means "the person wearing ascetic woollen garments." Sufism is deeply rooted in Islam and its development began in the late 7th and 8th centuries. Sufism remains an important strand as a calming influence even in the context of violence and terrorism in the name of Islam. Their impact on many parts of the world is so deeply rooted that it forms a significant part of popular religious beliefs and practices.

The present volume is a compilation of chapters, which attempted to look for answers to questions in relation to Sufism in India and Central Asia and to evaluate its relevance in the contemporary period. A group of distinguished scholars from India and Central Asia have contributed papers to this volume. The volume has been divided into four main sections viz, India-Central Asia and Turkey Cultural Exchange through the Agencies of Sufis; Regional Sufi Centres and their Interconnections; Sufi Traditions in Contemporary Central Asia, and Teachings of Sufis and Communal Harmony. In each section, authors have emphasised the different elements of Sufism in India and Central Asia.

This volume will be useful to students and researchers working on social and cultural aspects of India and Central Asia.

ABOUT THE AUTHOR

Nasir Raza Khan presently working as Associate Professor at the Academy of International Studies, Jamia Millia Islamia, New Delhi, his area of research includes Religion, Society and Culture in Central Asia; Silk Road; and Contemporary Central Asia- India relation. He regularly gets published research papers on cultural history and architectural conservation in Books and Journals. His recent publication includes; Central Asia and the World Powers, (Delhi: Primus 2013).

CONTENTS

INDIA-CENTRAL ASIA: CULTURAL EXCHANGE

1. Introduction –*Nasir Raza Khan*, **2.** Sufis in India and Central Asia during the Thirteenth and Fourteenth Century –*Iqtidar Husan Siddiqui*, **3.** Sufism: Cementing Bonds between Central Asia and Kashmir –*Mushtaq Kaw*, **4.** The Role of Sufis in Diplomatic Relations between the Khoqand Khanate and India –*Sherzodhon Mahmudov*, **5.** Khwaja Badruddin Samarqandi: Founder of Firdausi Silsilah in India –*Nishat Manzar*, **REGIONAL SUFI CENTRES AND THEIR INTER-CONNECTIONS** **6.** Sufis in Jammu and their Cultural Impact –*Jigar Mohammed*, **7.** Kalimat al-Sadiqin: a Sufi Biographical Account –*Gulfishan Khan*, **8.** Central Asia to India: Immigration of Sufis and Urbanization 101 in Medieval Rajasthan –*Jibraeil*, **9.** Sufism in Bengal: Interactions and Impacts through the Ages –*Mohd. Shaheer Siddiqui*

SUFI TRADITIONS IN CENTRAL ASIA AND CAUCASUS

10. Sufism and Religious Syncretism in the History of Central Asia –*Laura Yerekesheva*, **11.** The Style of Persian Sufi prose XI - XIII centuries –*Mehdi Kazimov*, **12.** Significance of Abd-ur-Rahman Jami's Sufi-Poetic Discourse in the Literary Legacy of Medieval Persia –*G. N. Khaki*, **13.** The understanding of self and others in teachings of Sufism by Najmuddin Razi (1177-1252) –*Usmonali Kamolov*

TEACHING OF SUFIS AND COMMUNAL HARMONY

14. Shaikh Sharfuddin Bu Ali Qalander Panipati's Contribution for the Development of Composite Culture in Panipat during 14th Century –*S.M. Azizuddin Husain*, **15.** The Theme of Perfect Human in Sufism –*Mukhayyo Abdurakhmonova*, **16.** Sufism in Karnataka: An Analysis of Shishunala Sharif –*Varada M. Nikalje*, *Photo Plates, Bibliography, Index*



Regional Sufi Centres in India Significance and Contribution

Nasir Raza Khan

ABOUT THE BOOK

The present volume on Regional Sufi Centres in India: Significance and Contribution set out to explore on lesserknown and new explored theme which is very important for understanding the century's old multi-religions civilization of India. Sufism advocates humane and global outlook and regards humanity as a brotherhood and came to India from its Arabic Turkic and Persian homes. Instead of remaining confined to places and mosques it spread out to all over India establishing regional centres and Dargahs often known by the surnames of the families which sustained it, like Khanqah-e-Niazia, in Bareilly (UP), Khanqah Gesu Daraz in Gulbarga, and Firdausi in Bihar. All of them preached love for all religions, charity for the poor and ascetic living and belief in God and a way of life and in the language of the region. Most of the Sufi saints learned the vernacular language and practised what they preached. For example is Baba Farid Ganj-e-Shakkar, who had attracted people nearby his seat and consequently his sayings has been compiled in the Guru Granth Sahib, the religious book of Sikhs.

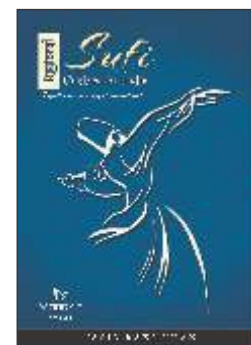
Sufi regional centre in India contributed much to peaceful coexistence between Hindus and Muslims and gave emphasis to Khidmat-E-Khalq (service to humanity) and spread a progressive social message for the rich to look after the poor, they were often patronized by the Sultans and Emperor, like Akbar who helped the regional Sufi Centres in Punjab, Sindh Kashmir and Rajasthan, showing the basic liberal tolerance of Islam. In this present volume the respective authors have discussed some of the regional Sufi Centres in India and their social contribution.

ABOUT THE AUTHOR

Nasir Raza Khan presently working as Assistant Professor at the Academy of International Studies, Jamia Millia Islamia, New Delhi, his area of research includes Religion, Society and Culture in Central Asia; Silk Road; and Contemporary Central Asia-India relation. He regularly gets published research papers on cultural history and architectural conservation in Books and Journals. His recent publication includes; Central Asia and the World Powers, (Delhi: Primus 2013).

CONTENTS

Introduction, **1.** Sufi-Bhakti Saints and their Contributions in the Making of Region in Medieval Rajasthan —*Jibraeil*, **2.** Medieval Delhi, Hazrat Nizamuddin Auliya and Fawaidul Fowad —*Aleem Ashraf Khan*, **3.** The Concept of Sufism in Sant Darshan Singh's Urdu Poetry —*A.K. Chaturvedi*, **4.** A History and Migration of Naqshbandiya from Central Asia to Aurangabad Deccan —*Shaikh Musak Rajjak*, **5.** Reformation and Vernacularization of Sufism in Bengal: Understanding the Formation of 'Silsilae- Furfura Sharif' in West Bengal —*Abdul Matin*, **6.** Communal Harmony and the Mystical Thought —*Surayia Gull*, **7.** Politics and Piety in Troubled Times: Mirza Mazhar Jan I Janan's Attitude Towards Other Religions —*Abdullah M. Chishti*, **8.** Sufi-Scholarly Impact of 'Hadrami Sayyids' In Malabar —*Zainul AbidT.*, **9.** Amir Khusrau: A link between the court and the Khanqah —*Saifullah Saifi*, **10.** Sufi Saints and Dargahs of Medieval Jaunpur —*Syed Mohammad Amir*, Index



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132 pg. | 2015 | HB | ₹ 595

Influence of Islam on Indian Culture

Tara Chand

ABOUT THE BOOK

This book on the development of Indian civilization is a subject of absorbing interest, and historians are now beginning to pay attention to it. This interest is not merely topical, arising out of the clashes of our present-day life in India. The subject has a wider import and deeper philosophical significance. We are studying to-day the problems of migrations of primitive and pre-historic cultures, and of the conflicts of races and of civilizations during the past and in the present day. The history of India which furnishes a striking illustration of the impact of many divergent cultures which were gradually transformed by a process of mutual adjustment, surely needs the attention of a student of sociology and history who endeavours to understand the interactions of human mind and the effects of cultural contacts as presented in the customs, religion, literature and art of a people.

ABOUT THE AUTHOR

Tara Chand was an Indian archaeologist and historian specialising in the Ancient History and Culture of India. He taught at Allahabad University and served as Vice-Chancellor in the 1940s. Post-Independence, he also served as Indian Ambassador in Tehran, Iran. He was also conferred with Padma Vibhushan by Government of India and also served as Historian to British Government of India.



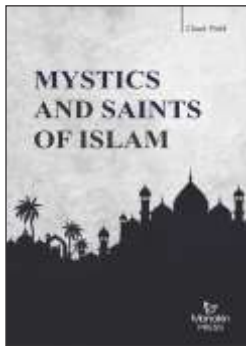
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CONTENTS

Introduction, Pre-Musum Hindu Culture, The Advent of the Muslims in India, Mysticism in Islam, Hindu Reformers of the South: I, Hindu Reformers of the South: II, The Advent of the Muslims in the North, Ramananda and Kabir, Guru Nanak, Sixteenth Century Saints, Later Saints, Reformers of Bengal and Maharashtra, Indian Architecture, Indian Painting, *Bibliography, Appendix, Index*



RECENT



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SOCIAL SCIENCE

Mystics and Saints of Islam

Claud Field

ABOUT THE BOOK

Rived from Christian, Neo-platonic, and Buddhist sources, there is little doubt that the roots of mysticism are to be found in the Koran itself. The following verse is an instance : "God is the Light of the heavens and the earth. His light is like a niche in which it is a lamp, the lamp encased in glass the glass as it were a glistening star. From a blessed tree is it lighted, the olive neither of the East nor of the West, whose oil would well nigh shine out even though fire touched it not! It is light upon light!" (Koran Sura 24).

Muhammad, whose proclivity for religious meditation was so strong that the Arabs used to say "Muhammad is in love with his Maker," and whose sense of the "terror of the Lord" was so intense that it turned his hair prematurely white. Many of the reported sayings of the early companions of Muhammad showed that they shared this terror. "Verily, you shall see hell, you shall see it with the eye of certainty" says the Koran, and they thought it very probable. Thus Ali exclaimed "Alas for the shortness of the provision and the terrors of the way!" Abu'l Darda said "If ye knew what ye shall see after death, ye would not eat nor drink, and I wish that I were a tree that is lopped and then devoured."

Mystics & Saints of Islam gives an understanding of some of the important individuals within Islam and one can learn and understand as to how they shaped Islam.

CONTENTS

1. Patheistic Sufism, 2. Hasan Basri, 3. Rabia, The Woman Sufi, 4. Ibrahim Ben Adham, 5. Fudhayl Ben Ayaz, 6. Bayazid Bastami, 7. Zu'n Nun of Egypt, 8. Mansur Hallaj, 9. Habib Ajami, 10. Avicenna (Ibn Sina), 11. Al Ghazzali, 12. Fariduddin Attar, 13. Suhrawardy, 14. Jalaluddin Rumi, 15. Sharani, the Egyptian, 16. Mullah Shah, **Appendix I.** Mohammedan Conversions, **Appendix II.** Exposition of Sufism, **Appendix III.** Christian Elements in Moham - Medan I. Tterature, **Appendix IV.** Christ in Mohammedan Tradition

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SOCIAL SCIENCE

e-Governance Initiatives in the Information Age

Dr. Satish Babu

ABOUT THE BOOK

Information technology is the governing force of 21st century and e-governance is its major pillar. In democracy public accountability, transparency, accessibility, responsiveness, rule of law etc., are certain parameters that define as to how true is democracy or the rule of law is in a society. It is here that e-governance is helping governments and societies in getting closer to end user by ending human intervention in their delivery. Governments are now turning into e-governments so as to become more effective. Government of India is taking path defining initiatives at Panchayat level which are using IT to ensure delivery of critical citizen services, ease of delivery & governance are defining force behind them.

ABOUT THE AUTHOR

Dr. Devarapalli Ravindra Satish Babu is an Assistant Professor and Coordinator of Department of Political Science & Public Administration at Yogi Vemana University, Kadapa, (A.P.) He completed his M.A., M.Phil., and Ph.D. in University of Hyderabad, Hyderabad. He authored several scholarly articles in National and International Journals. He is also a life member in various organizations like Indian Political Science Association (IPSA), Computer Society of India (CIS), Association of the Socio, Economic Development Studies (ASEDS), Indian Council for Cultural Studies (AIRC) and American Information Resource Centre (AIRC). His areas of interest are Governance in socio, Economic, Political and Cultural transformation and emancipation of down trodden.

CONTENTS

1. Reinventing Administration: Changes in Government Perspective, 2. Global Information Technology and e-Governance Initiatives: A Review, 3. IT and EGovernance Initiatives in India, 4. Reforms in Governance and E-Governance Initiatives in Andhra Pradesh, 5. A Case Study of E-Seva Centers in Andhra Pradesh and the Hyderabad Region, 6. E-Government in USA, 7. I.T. Strategy in Japan, 8. Summary and Concluding Remarks, Bibliography, Appendix, *Index*



Urban System

Functions and Processes Analyzing Urban Land Use System and Functions

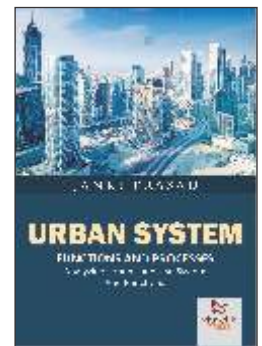
Janki Prasad

ABOUT THE BOOK

The book throws light on the urban geography of Jhansi city (India), as to understand urban functions and processes in spatio-temporal and developmental context. The histogenetic evolution, spatial dimensions of population, urban land use system and functions, facilities and services of the city have been studied in detail along with the urban problems, prospects and planning. The residential and commercial structure of the city is widely analysed. The book is useful for the students of Geography as well as for researchers and academicians who are interested in urban studies. This book aims at the making humble contribution to the evolving applied field of urban geography.

ABOUT THE AUTHOR

Dr. Janki Prasad is a faculty in Department of Geography at Indira Gandhi National Tribal University (IGNTU), Amarkantak. Having his master and Ph.D. degree from Banaras Hindu University, Varanasi. He has published a number of papers in National and International Journals and edited volumes. He has also attended a number of Seminars and Conferences in the field of Urban Geography.



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298 pg. | 2018 | HB | ₹ 1295

CONTENTS

1. Conceptual Background, 2. Geographical Personality of the Study Area, 3. Evolution and Growth, 4. Population Characteristics, 5. Urban Land Use System and Functions, 6. Residential Area, 7. Business Structure, 8. Facilities and Services, 9. Problems and Prospects, 10. Urban Planning, 11. Summary and Conclusions, 12. Bibliography, Index

Dardi Dictionary

English-Dardi-Bhoti-Hindi

Tsewang Gailtsen

ABOUT THE BOOK

This book is a translation of rare Dardi/Brokskat Oral language into four major languages that is into 'English-Dardi- Bhoti-Hindi' in the shape of a Dictionary. The Book is a documentation of a typical language which is spoken in remotest area of Ladakh. The words in the book consist of pastoral works, names of birds, body parts, animals, weather, jewellery, festivals, local area map and customs etc. The Dardi language is on the verge of extinction and is coming under the influenced of Balti and Ladakhi/ Bhoti other major languages. Dardi language is also influenced by Sanskrit language in the past. The word "Dard" is derived from Sanskrit which means people who live on hill sides.

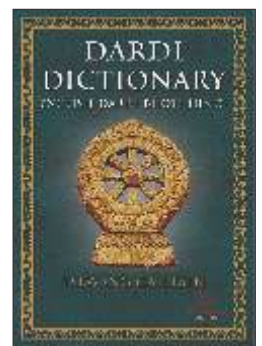
Dard community spread in more than eight villages in Ladakh. Apart from Ladakh this community also spread in Drass (Kargil) Gurez (Kashmir) and Gilgit-Skardo areas in Pakistan. They use the Dardi (Shina) language.

Historians hold different views on the origin of these settlements and the migration. One of the view is that the inhabitants of Dard-Shina of Dha, Garkon came via Central Asia and settled down firstly in Gilgit then in Turtuk, Hanu, Dha, Garkon and Darchik villages in about 200 B.C. The Dard people claimed to be of Aryan race occupied the area of lower Ladakh. Some historians assert that when Alexandra's the Great army came to India in 327 B.C and returned to Greece left behind some troops in the Gilgit area and so Greece is the region where the Dard originated. Songs sung by contemporary Dard people however, indicate that their origin was in Rome in Italy.

Furthermore, this book is going to be of immense value to the tourist and the traveller who can find words of daily use and be able to interact better with the Dard community in this wonderful land and also for researchers it provides platform for research on languages. This Dardi language dictionary is a step towards the preservation of the culture of this area, which has become possible at present due to the spread of Information Technology and a book like this, thereby transcending the geographical borders.

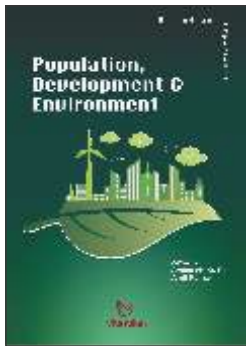
ABOUT THE AUTHOR

Tsewang Gailtsen is presently working as lecturer in Education Department of J&K Government and posted at Higher Secondary School Skurbuchan. He has done Post-graduation in Political Science from Jammu University. He has also cleared UGC-JRF NET. He hailes from Garkon village of District Kargil. He is associated with various projects engaged in the field of Political, Social and Economic research on the Dards of Ladakh.



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Population, Development & Environment An Indian Experience

Ed. by: Ambarish Kr. Rai | Amit Kumar

ABOUT THE BOOK

This volume is an outcome of intense academic discussion and debate held on the topic Population, Development and its inter-linkages to environmental issues especially in context of India. This volume contains Thirty one papers divided into Eight sections and that exploring the relationship among the three mentioned dimensions, i.e. population, development and environment. First section presents a theoretical framework of the basic understanding of population, development and environment in Indian contexts; Second section deals with population and its environmental conditions that influences the human health; Third section revolves round the impact of population on agriculture and food security; Fourth section highlighted the pace of urbanization and its impact on agriculture as well as on environment; Fifth section is webbed around population and accessibility of water resource; Sixth section deals with changing land use/land cover pattern due to rapid growth of population; Seventh section especially focused on changing in forestation over spatial and temporal context. Eighth and last section discusses about the status of biodiversity. Overall, the book adopts a multi-

disciplinary approach to explore the complex, continuous and eternal relationship between population, development and environment in the context of India, drawing concepts and methods from several academic disciplines like geography, demography, environment, economics, sociology, botany and social work. Thus, this book will be useful for academicians, researchers, NGOs, policy makers, planners and all those who are concerned for the common people, the people who are concerned with population, development and environment.

ABOUT THE EDITORS

Mr. Ambarish Kumar Rai is a population researcher who is employed as a Project Officer in the CNSM & CNSG project funded by UNICEF & the governments of Maharashtra, Gujarat. He holds a Master's degree in Geography along with MPS & M.Phil. degrees in the subject of Population Studies. Mr. Rai is credited with contributions in the International Journal of Social Science and has previously released a book on issues of population and health. He is also a member of the International Union for Scientific Study of Population (IUSSP) and the Indian Association for the Study of Population (IASP).

Mr. Amit Kumar has been involved in the field of Population Studies for many years and holds a Master's degree in Geography and M.Phil. in Population Studies. In his career, he has published several papers in a number of international and national journals on the subject of Social Science, Geography, and Public Health along with publishing a book on population issues. He has an experience of working with the most impressive international organization 'Population Council'. Mr. Kumar is a member of the Indian Association for the Study of Population (IASP) and has close ties with the International Union for Scientific Study of Population (IUSSP) and the Asian Population Association (APA).

CONTENTS

Section 1: Concept of Population, Development and Environment **1.** Population Growth and Environmental Saga of a Hill City: A Case Study of Shimla, Himachal Pradesh —*Seema Chaudhary and Dr. D.D. Sharma* **2.** Slums: A Concomitant Effect on Population, Development and Environment —*Dr. Sujata Mishra and Rashmi Rekha Barik* **3.** Assessment of Household's Amenities and Environments: An Analysis of Geographical Variations in Maharashtra —*Jamadar M.M., Sunil T. Sarode and Donald R.M.* **4.** Impact of Climatic Changes on the Sustainable Development of Indian Economy —*Ruqayya Alvi* **Section 2:** Population, Environment and Health **5.** Climate Change: An Impact on Maternal Health —*Absar Ahmad* **6.** Impact of Households' Environmental Factors on Acute Respiratory Infections among Children under Age 5 in India —*Vipul Vaibhav Pandey, Dr. Rajesh Shukla, Dr. S. K. Singh and Arpita Das* **7.** A Comparative Study of the Effect of Household and Environmental Factor on Child Mortality in Southern and Northern States of India —*Kamlesh Kumar Patel* **8.** Quality of Water and Sanitation and its Association with Child Health in India —*Pallavi Gupta* **Section 3:** Population and Agricultural Development **9.** Trends in Population Growth and Sustainability of Food-Grain Production in Himachal Pradesh —*Prince Mohan and Khyal Chand* **10.** Linkage between Agricultural Productivity and Socioeconomic Development of Bankura District, West Bengal —*Subhasis Nandi, Sanjit Sarkar* **11.** Self-Sufficiency in Agriculture and Growing Hunger —*Poorti Chaturvedi* **12.** Food Production, Population Growth and Food Security in India: Performance and Challenges —*Rajan Kumar Gupta, Prahlad Kumar, T. Masthanaiah* **13.** Impact of Population Growth on Food Security in India —*Prasanna Joshi, Uma Swadimath and Raghavendra Hajgolkar* **14.** Performance of Agricultural Productivity in Maharashtra: An Analysis of Kendall's Method —*Pratibha Tomar* **Section 4: Impact of Urbanization** **15.** Impact of Urbanization on Agricultural Land and Food Production: A Case Study in NCR Region, Haryana, India —*Sandeep Kumar and Manju Sharma* **16.** Impact of Urbanization on Environs of Amritsar City, Punjab —*S.S. Khaitan* **17.** Access to Sanitation Facilities in Slums of India —*Dr. Harvinder Singh and Satinder Kaur* **Section 5: Population and Water Resource** **18.** Declining Ground Water Resources in Punjab —*Dr. Jaspal Singh* **19.** Water Supply Situation in Kolkata Metropolitan Area —*Debjani Mitra* **20.** Progress towards Accessibility and Availability of Drinking Water Facility in India: A Study in Context of Rural-Urban Differential —*Ashwani Kumar and Dr. K.C. Das* **21.** Environmental Changes in Guwahati and Its Impact on the Water Bodies —*Prachurya Kaushik, Anurag Hazarika and Dr. Dhwanendra Nath Das* **Section 6: Changing Pattern of Land Use/Land Cover** **22.** Land, Land Use and Land-Use Change: A Conceptual Understanding and its Inter-Linkages —*Sunil Kumar Singh and Amit Kumar* **23.** Mapping and Change Detection of Wastelands Using Remote Sensing GIS Techniques: A Study of Jhansi District, Uttar Pradesh —*Divya Kumari, Dr. Abhishek Kumar and Dr. Manisha Mishra* **24.** Assessment of the Impact of Changing Pattern of Land Use/Land Cover on the Water Bodies of Delhi —*Seema Rani* **25.** A Geographical Review of Land Use Pattern in Mirzapur District —*Sunil K. Singh, Saumya Mishra and Ambarish K. Rai* **Section 7: Population and Deforestation** **26.** Deforestation: A Case study on Gujarat, India —*Jinny Sharma and Poonam Sharma* **27.** Spatio-Temporal Analysis of Forest Covers in Konkan —*Dr. Prakash Dongre* **Section 8: State of Biodiversity** **28.** Community Composition of Biodiversity and Conservation Research Candidate: Scarab (Scarabaeidae: Coleoptera) —*Dr. Nidhi Kakkar, Dr. Sanjeev K. Gupta and Dr. Paramjeet Kaur* **29.** Diversity and Conservation Status of Wetland Birds in Trans-Gangetic Region of Haryana, India —*Dr. Parmesh Kumar, Dr. Sanjeev K. Gupta and Dr. Deepak Rai* **30.** Phenology Morphometric and Cytogenetic Diversity of Aphodius in Kurukshetra, Haryana India (Scarabaeidae) —*Dr. Paramjeet Kaur and Dr. Nidhi Kakkar* **31.** Avifaunal Diversity of District Kurukshetra, Haryana, India —*Dr. Parmesh Kumar, Dr. Sanjeev K. Gupta, Dr. Deepak Rai and Archana Sharma*



Hidden Treasures

An Extensive Collection of Quotations by Well Known Personalities

Gurdev Singh | Monika Sharma

ABOUT THE BOOK

Modern dictionary of quotations is an exhaustive compilation of illuminating and soul-searching quotations rendered by the reflective philosophers, writers, scientists, political thinkers etc. Many of these quotations have cast a deep influence on the minds of millions of peoples. Motivational Quotes have an amazing ability to motivate others and change the way we feel about our self. That is why we find these Quotations so interesting and crucial on our path to success. When we change the quality of our thinking, we change the quality of our life. We all need some inspiration from time to time and that is why we have compiled this book that will help contributes to our success. They are the words of advice or inspiration; this book can be a valuable source of inspiration for all.

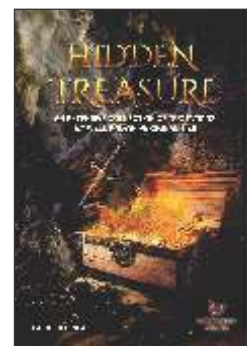
It is anticipated that not only will the book be useful to a large group of people such as authors, journalists, students, etc, but also find a place on the open shelves in reference libraries. The effort has been made to incorporate as many quotations as possible and covers quotations generally from famous personalities in various areas. Moreover, the editors have taken a special care to select only those quotations which are regarded as the best and have stood the test of time.

The quotations are presented in an alphabetical order so as to enable the readers to use quotations quickly.

ABOUT THE AUTHORS

Dr. Gurdev Singh is a Post Graduate in Economics and Doctorate in Library and Information Science from University of Delhi. He is in Library profession for the last 29 years. At present he is working as Chief Librarian (Associate Prof. Grade) at Sri Guru Gobind Singh College of Commerce, University of Delhi. He has published several research papers on different aspects of Library and Information Science in national and International journals of repute. He attended number of national and International seminars/workshops. Several students have completed MPhil, PhDs, PGDLAN and other courses related to Library and Information Science under his guidance. He has seven books to his credit. He has attended several Orientation and Refresher courses in the field of Library and Information Science, organized by various universities from time to time.

Dr. Monika Sharma is a Post graduate in Hindi from University of Delhi. She completed her master degree in library and information science (MLIS) in first division and a doctorate in Library and Information Science from NIMS University, Rajasthan. She is in the library profession from the last 9 years. At present she is working at Sri Guru Gobind Singh College of Commerce (University of Delhi), Pitampura, Delhi. She has published some research papers on different aspects of library and information science in national and international reputed journals. She has published one book by Lambert publication, Germany. She has also co- edited a book published by Ess Ess Publication, New Delhi.

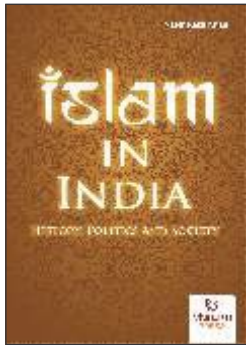


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FORTHCOMING

SOCIAL SCIENCE



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Pub. Date: December 2018

Islam in India

History, Politics and Society

Dr. Nasir Raza Khan

ABOUT THE BOOK

Islam in India: History, Politics and Society is based on the historical and contemporary relevance of Islam a religion in India. This edited volume is an attempt to put together various vantage points to understand Indian Islam in a holistic manner and to provide a realistic assessment of the current dynamics.

The present edited volume is valuable in India, where the Islam is second largest religion of the region. The volume comprises of essays by a number of contributors who have dealt with a varied literature: making access to this literature available in India. The book will certainly stimulate further reading, awareness of the subject, and further research.

The concept of Islam was deep rooted in the region. There was difference in equating Islam with Muslims since engaging Muslims in the region like Afghanistan and Uzbekistan has propounded inclusive Islam in India, Sufism has merged Islam and tenets of Islam in the local culture of the region. Nowadays Islam has been considered Radical and work of extremist people. Muslim mind has been facing a

discontent youth in the society. The population has closed down any interaction and you can see this from some of the prominent events happening in the country. Islam had been the religion of peace and this can be furthered by dialogue with the states and communities. The Sufis had done a great work on the society and bringing tradition and culture of the region together. Sufism spoke of interconnecting the region.

Different chapters of this book will detail about Islam in India from its advent in the sub-continent in the 7th century. Besides being the major religious doctrine, Islam has been a the chief political ideology for many dynasties in India such as Delhi Sultanate (1206-1451); the Illbaris Turk (also known as Mamluk 1206-90); Khiljis (1290-1320); Tughlaqs (1320-1414); Sayyids (1414-51), Afghans and Mughal Empire. Islam played pivotal role in shaping the polity and society during the period of each dynasty. From Delhi Sultanate to Mughal Empire, the trajectory represents not just a change in nature of regimes but it reflected a formidable transformation of the society in terms of cultural and religious orientation. Historically, this shift has been echoed in socio-religious setting, economy, rituals, art forms, life-cycle events etc. Over a period of fourteen centuries, Muslim community had put many efforts to make a specific model based on certain principles and practices in accordance with their beliefs and living experiences. In such attempts, ample spaces had been given for cultural diversities and national self-determination. Plurality of the society they live in and belief in the diversity of the region was well-preserved. Looked at from this angle, Islam in India, ought to be seen not only as the chief political ideology of the dynasties, but also as a significant component that shaped cultural fabric of this country.

Many processes, movements and ideologies have emerged over the years challenging and contesting with each other for domination. Some of them could be identified as pan-Islamism, Westernisation and localization, torn among these social forces, Muslims in India have succeeded in negotiating their identity in a predominantly secular set up in post-Independent India. Islam continues to play an integral role in defining the culture, political behaviour and economic interaction of the Muslims in India.

ABOUT THE AUTHORS

Nasir Raza Khan presently working as Associate Professor at the Academy of International Studies, Jamia Millia Islamia, New Delhi, his area of research includes Religion, Society and Culture in Central Asia; Silk Road; and Contemporary Central Asia- India relation. He regularly gets published research papers on cultural history and architectural conservation in Books and Journals. His recent publication includes; Central Asia and the World Powers, (Delhi: Primus 2013).

CONTENTS

ISLAM IN INDIA: HISTORICAL BACKGROUND, 1 Mughal Identity: Central Asian or Indian, **2.** Cultural, Literary and Artistic world of Indo-Central Asia, **3.** Looking Through European Eyes: Mughal State and Religious Freedom as Gleaned From the European Travellers' Accounts of the Seventeenth Century, **4.** Maktubat-e Syed Ahmad Khan and His Agenda of Social and Educational Reform, **5.** Pan-Islamism and Khilafat Movement: Understanding Muslim Minds in Colonial Perspectives, **6.** Contesting The Authority of The Mughal Emperor: Abdul Qadir Badauni's Attitude Towards Kingship, **ISLAM AS A POLITICAL IDEOLOGY: FROM DYNASTIES TO RISE OF INTELLECTUAL MOVEMENTS 7.** Drawing parallel with 19th Century Muslim Movements in India with Reform Movements across Muslim Weltanschauung; An Analysis of Syed Ahmad's work, **8.** Sir Syed's Aligarh Movement and Muslim Women Discourses, **9.** Piety, Impiety and Islam: Muslim Religious Practice in Eighteenth Century Shahjahanabad, **10.** Shi'i in India: A Minority within the Minority, **11.** Masjid-e-Jahan Numa at Shahjahanabad and Colonial State: Piety, Politics and Contestation, **SUFISM AND BHAKTI MOVEMENT: IMPACT ON LOCAL CULTURE, 12.** Pluralism in Medieval Islamic Heritage: A Study of Sufi Ethos of Kashmir, **13.** Sufi and Bhakti tradition: Corresponding and Divergent Trends, **14.** Sufi Contributions to the Intellectual Culture of Islam in India: Awarif-al-Ma'arif and Early Sufi Writings, **15.** The Khwaja's Creed: Gharib Nawaz and Propagation of Sufi Thought



Handbook of Business Administration Practices

Dhruba J Syam

ABOUT THE BOOK

This book is primarily meant to serve as a management training and development guide for young professionally qualified graduates/post graduates (engineers, MBAs, CAs, and such others) who aspire to make a successful career in the fields of Corporate Business Administration. Laid out in twenty five chapters, with fourteen annexure and over fifteen illustrative diagrams/graphs etc., the topics dealt with therein intimately relate to various functions and activities that are carried out in medium and large industrial and commercial organizations. The emphasis is on practice-oriented knowledge inputs that will help the young upcoming managers acquire profession competence and functional confidence at an accelerated pace so as to be able to make productive contribution right from the beginning day and weeks of employment, thus meeting the expectation of the higher-ups management, without much of a close mentoring from their side. The book is based on author's over 40 years of professional working experience with large industrial houses, as well as long association with reputed professional institutions. This is author's sixth book in the series in the field of industrial and business administration.

ABOUT THE AUTHOR

Dhruba J Syam obtained his Bachelor's Degree in Electrical-Electronics Engineering from the University of Engineering and Technology, Dhaka in the year 1962. He has to his credit over 39 years of working experience in different capacities in Industrial and Business Houses including around 32 years in BHEL where from he retired as an Additional General Manager in 1999.

During his tenure with BHEL, he handled various important assignments in the areas of Project Management, Project Feasibility Studies and Capital Budgeting, Corporate Strategic Planning, Collaboration Co-ordination for Technology Transfer and absorption, Organizational Systems and Methods, Procurement and Purchasing activities, Commercial Management, Administration of Educational Institutions (as the CoChairman of the Education Management Board) and other such assignments.

He then worked as General Manager-Project Marketing with a Private Joint Venture Company in New Delhi for about two years (2000-2002).

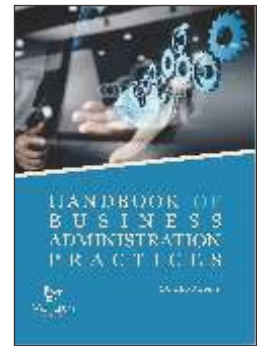
His concurrent interest in Education and Training prompted him to become a Referee (Guide) for AMIE-B-Course students of Electrical Engineering of the Institution of Engineers-India since 1972 and continued till end of 1999.

He also served as a Vice President of the Hardwar Management Association (affiliated to AIMA) for 4 years (during 1993 to 1997). He also served as a member of the Executive Committee of the Roorkee Centre of the Institution Engineers-India for 4 years (1996-2000).

Shri D.J. Syam also served as an Adjunct Professor and Consultant Guide in EMPI-Business School, Chattarpur, New Delhi, for sometime in 2004-2005.

The author is a Consultant on Industrial Projects as well as for ISO-9001-QMS Certification being an FICCI Accredited Lead Auditor for ISO-9001-QMS.

Shri D.J. Syam has authored a number of books on Management Education titled '**Capital Investment Projects: Concept to Commissioning**', '**Handbook of Corporate Operations Management**', '**Enterprise Resource Management**', and '**Materials and Supply Chain Management**'; these books have since been well received by professionals engaged in business administration, as well as by those in the management education and training.



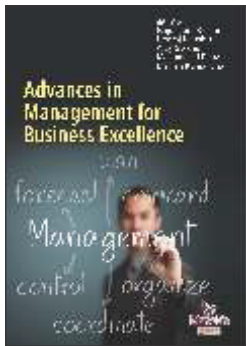
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CONTENTS

1. Business Administration: Origin and Evolution, **2.** Principles of Business Administration, **3.** Business and Industrial Organizations, **4.** Corporate Planning: Strategies for Healthy Purposeful Sustenance and Growth, **5.** Managing Resources for Business Enterprises, **6.** Engineering/Design, R&D and Product Development Management, **7.** Project Management: An Introduction, **8.** Capital Investment Projects, **9.** Facility Planning for Industrial Enterprises, **10.** Managing Human Resources and General Administrative Affairs in Business Enterprises, **11.** Industrial Administration for Production and Manufacturing Processes and Support Services (QM, PMS, IE/PS, IS), **12.** Materials Management, **13.** Inventory Management and Control, **14.** Supply Chain Management, **15.** Commercial Management, **16.** Financial Management: Finance and Accounting Functions, **17.** Budgeting and Budgetary Control in Business and Industrial Enterprises, **18.** Total Quality Management (TQM) Approach Helps an Organization Attain Business Excellence, **19.** Asset Management in Industrial Enterprises, **20.** System-Support to Business Administration, **21.** Energy: Sourcing and Utilization Management, **22.** Miscellaneous Topics Relevant to Business Administration, **23.** Business Economics, **24.** Use of Quantitative Methods in Business Decisions, **25.** Entrepreneurs' Guide to Business Management - Concepts and Practices, *Annexure, Index*



MANAGEMENT



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Advances in Management for Business Excellence

Rajendera Kumar | Neeraj Kaushik | Ajay Solkhe | Mohammad Firoz | Manish Kumar Jha

OVERVIEW

Business today is being impacted by multiple forces-economic shocks, atomization of markets and technology, a sense of acceleration and deconstruction of business. Moreover, from the monolithic markets of the pre-nineties, the scenario has now shifted to that of micro-segmentation, multiple competitors and short product cycles. Clearly, business is under an unprecedented pressure to perform. The key to performance lies in anticipating the future and working towards it. "It is not the strongest who survive, nor the most intelligent—but those most responsive to change" (Charles Darwin). If this is true, are the Indian companies doing enough to respond to the changing times? The present book is an amalgamation of thoughts, experiences and research studies conducted by various management scholars, professionals and practitioners who help us to find out the success mantras of achieving excellence on various business fronts. The book is organised into four major areas i.e., General Management, Marketing, Finance and Human Resource, consisted of sixty research papers and articles presented in a very simple, lucid and logical format. The editors hope that this book will be of great interest to concerned academicians, researchers, professional managers and policy makers.

ABOUT THE BOOK

The present book is an amalgamation of thoughts, experiences and research studies conducted by various management scholars, professionals and practitioners who help us to find out the success mantras of achieving excellence on various business fronts. The book covers four major areas i.e. General Management, Marketing, Finance and Human Resource, consisted of quality research papers and articles presented in a very simple, lucid and logical format. It is believed that this book will be of great interest to concerned academicians, researchers, professional managers and policy makers.

ABOUT THE EDITORS

Dr. Rajendera Kumar is Professor and Head Department of Business Administration, National Institute of Technology (NIT), Kurukshetra, Haryana (India). He has also served as Professor and Head, Department of Humanities and Social Sciences in the same institute for a period of 9 years. He completed his Ph.D in 1984 from IIT, Roorkee. He has published 40 research papers in National and International journals. He received the best paper award from the Institution of Engineers for the paper "Automation: its Socio-Economic impact – A case study of India in 1990. He was also conferred Research Fellow by American Biographical Institute, USA (1990). He has also presented and published 70 research papers in National and International conferences. He has completed 2 research projects on Intellectual Property Rights (IPR) sponsored by MHRD. He has supervised number of research scholars. Eight research scholars have completed their Ph.D under his supervision and presently four research scholars are pursuing their Ph.D. He has organized a number of conferences and seminars in the institute. He has visited various countries like USA, Sweden, Greece, Spain and Thailand. Recently, he delivered keynote speech in the inaugural session on the topic "Environment and Sustainable Development in South Asia" in an International conference organized by International Centre of Economics, Humanities and Management (ICEHM) from October 1-2, 2014 at Phuket (Thailand).

Dr. Neeraj Kaushik is currently working as Associate Professor and Acting as Coordinator-Marketing Discipline at Department of Business Administration, National Institute of Technology, Kurukshetra. He has done his Bachelor Degree in Textile Technology, Masters in Management Sciences, Computers Applications, Mass Communications well as in Master of Intellectual Property Law. His doctoral work is on Customer Satisfaction in Indian Aviation Sector. He has conducted around 100+ workshops on Research Methodology with SPSS Applications. He has to his credit 53 articles published in Indian & International Journals and Conferences and as of now he is on the Review's board for the 6 journals. Currently, he is visiting faculty to Indian Institute of Management, Rohtak and Guest Faculty in Indian Institute of Management, Lucknow (Noida Campus).

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Dr. Mohammad Firoz is currently working as Assistant Professor of Finance and Acting as Coordinator-Finance Discipline at Department of Business Administration, National Institute of Technology, Kurukshetra. Before joining the NIT Kurukshetra, he has worked in the Industry and premier Institutions such as IIT Patna and Cambridge University Press in the various capacities for seven years. He is Fellow member of the Institute of Chartered Accountants of India and is also a member of American Finance Association, USA. He is qualified Chartered Accountant and Ph.D.

Dr. Manish Kumar Jha is Assistant Professor in the Department of Business Administration, National Institute of Technology, Kurukshetra. Prior to joining NIT he was Assistant Professor in SBSBS in Thapar University. He did his Master Degree in Commerce from BHU, Varanasi and doctorate in Management from ISM, Dhanbad. His current area of interest is Micro-Finance, MSME, Informal Sector and Rural Development.



Marketing In Emerging Economies

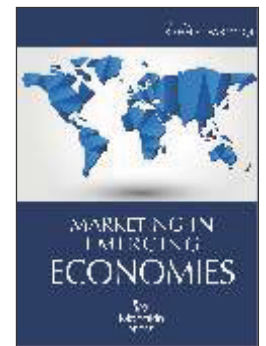
Rahela Farooqi

ABOUT THE BOOK

This volume is an outcome of intense academic discussion and debate held on the topic of marketing in emerging economies. Thirty-three papers from international and national experts discussing the current conditions in emerging economies on various topics like branding, consumer behaviour, green marketing, international marketing, trends in digital-marketing, e-advertising, etc. form the crux of this volume. The international papers discuss the branding of companies in Mexico, the branding strategies in Pakistan, the consumer behaviour in Bangladesh. The national papers explore the emerging trends in e-marketing, the consumer behaviour, emergence of green marketing, the ethical issues faced in marketing, strategies in rural marketing, the emergence of luxury market in India, the innovations in marketing, etc. Overall, the book adopts a multi-disciplinary approach to explore the themes in helping the growth of marketing strategies, impacts and needs in emerging economies. This book will be very useful for academicians, researchers, policy makers, planners, students of marketing and allied subjects and all those who are concerned with the pertinent and engaging topic of emerging economies which are the engines of global progress and development and are impacting lives of million and millions of people as they develop and become better place to live and work.

ABOUT THE AUTHOR

Dr. Rahela Farooqi is an Associate Professor with Centre for Management Studies, Jamia Millia Islamia (Central University), New Delhi. She has experience of around 18 years out of which 14 years are in Jamia Millia Islamia. She is a Phd in Management and an MBA from Faculty of Management Studies & Research, Aligarh Muslim University, Aligarh. She is a recipient of Junior Research Fellowship from UGC. She has published various papers in refereed International and National Journals, and presented papers in International & National Conferences in India and abroad. She has guided research to 12 doctoral students out of which eight have been awarded Ph d. She has also completed a Major Research project sponsored by UGC. She has edited two books on management and has also organized many conferences and workshops. Her areas of interest include Services Marketing, Retail Management & E-marketing, etc.



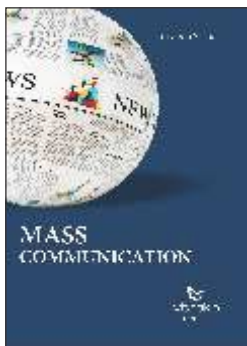
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CONTENTS

1. Product Diversification as a Strategy for Branding and Business Growth (Study of an Efficient Company) —José G. Vargas-Hernández and Georgina Fernández Álvarez. **2.** Medora of London: Lost in the Wilderness of the Cosmetic Industry —Riaz Khan **3.** Factors Affecting Level of Motivation to Consume Organic Food in Bangladesh —Md. Tamzidul Islam **4.** Impact of Internal Marketing on Employee Job Satisfaction and Consumer Satisfaction: A Study of Healthcare Organizations in Jammu and Kashmir —Sana Shabir and Jabir Ali **5.** Consumers Purchase Behaviour towards Green Products —Ursil Majid Makhdoomi and Ulfat Nazir **6.** A Conjoint Analysis of the Factors Influencing Student's Choice for a Management Institute: Marketing of Higher Education Courses in India —Sakhhi Chhabra and Tahir Ahmad Wani **7.** Customer Engagement: A Passage through Social Media Marketing —Uzma Hasan and Reshma Nasreen **8.** The Role of ICT in Entrepreneurship and Marketing of Sustainable Tourism (Case Study of Mussoorie, India) —Arian Dokht Farnad Pour and Salma Ahmad **9.** An Investigative Study of Commuter's Behaviour as Consumer of Indian Railway —Anand Kumar Gupta **10.** Innovative Breakthroughs in Marketing Technology —Owais Ahmed **11.** Attitude of Consumers towards Online Shopping —Mubashir Majid Baba and Mushtaq Ahmad Siddiqi **12.** Exploring Entrepreneurship: A Theoretical Approach —Kavita Chauhan and Aashu Aggarwal **13.** Internal Customers' Satisfaction in Indian Organized Retail Industry: An Empirical Study —Sandhya Aggarwal **14.** Electronic Marketing and State Regulation in Emerging Economies: A Case of India —S. Veeramani **15.** Dimensions of Relationship Quality (RQ) and its Impact on Organizational Performance: A Literature Review and Conceptual Framework —Waseem John and M. Khalid Azam **16.** Performance of Brands in Luxury Market: A Study of Financial Crisis —Neha Bothra **17.** Mobile Banking in India: Trends and Issues —Sadaf Firdous **18.** After E-Advertising: What Next? —Harshmit Kaur and Vinod Kumar Yadav **19.** Service Quality, Customer Satisfaction and Behavioural Intentions: An Empirical Study of Retail Banking —Rouf A. Mir, Zahid H. Bhat and Prof. Riyaz A. Rainayee **20.** Impact of E-Commerce on the Indian Music Industry Value Chain —Shelly De (Pandit) **21.** Green Marketing: A Comparative Study of Prices of Organic and Conventional Food Products in India —Priyanka Awasthi **22.** Facebook v/s Twitter: An Empirical Investigation to Locate more Effective Marketing Implement —Punita Duhan and Anurag Singh **23.** Assessing the Impact of Major Sports Event Sponsorship on Stock Market: Case Study of Reliance Group Sponsorship for ICC Cricket World Cup in 2011 and 2015 —Ishrat Naaz **24.** Multi-Channel Distribution in the online Apparel retail Industry in the Indian Market —Farrukh Hozaiif **25.** Rethinking Corporate Social Responsibility Role in Controlling the Prices of Essential Commodities in Emerging Economies —Mohammad Aslam Khan **26.** An Examination of the Factors Affecting Employees' Service Performance: A Study of Sales Executives —Zahid H Bhat, Arshad Nabi Wanik, Rameez Raja and Rouf A Mir **27.** Plagiarism: A Scare-Crow in Higher Education —Devendra Kumar Dhusia **28.** Innovative Marketing Strategies of Rural Women Entrepreneurs: A Case of Ambika Mahila Industrial Cooperative Society —Anjali Kulkarni **29.** Selling Remanufactured Products through Proper Channel in Emerging Economies —Saurabh Agrawal, Rajesh K. Singh and Qasim Murtaza **30.** Role of Branding in Small enterprises: A Study of District Rajouri (J&K) —Dil Pazir and Javed Iqbal **31.** False and Misleading Advertising: Consumers Awareness and Regulations in India —Gurmeet Singh Saini and Khushvinder Singh **32.** Spiritual Tourism in India – An Empirical Research with Conjoint Analysis —Rachna Agrawal **33.** The Fashion Marketing and the Marketing Environment —Samiah Jamal and Adeel Maqbool



MANAGEMENT



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Mass Communication

Shaleen Sinha

ABOUT THE BOOK

This is a textbook, guide, and handbook for all mass communication courses. It is designed explicitly keeping the modern curriculum and trends in mind. It takes cognisance of all recent syllabus changes made by UGC and individual Universities. Thus, the purpose of this book is to give students and teachers a resource based on the Indian context and examples & descriptions suited for the Indian mind-set. The text in this book revolves heavily around orienting the reader's perspective towards that of a media analyst as opposed to a media consumer. Resultantly, this book aims to make it easier for teachers to teach the subject, for students to study it, and for the layman to become media literate.

ABOUT THE AUTHOR

Shaleen Sinha is a content consultant for multiple international organisations. In this capacity, he advises various firms from the US, the UK, Australia, South Africa, the UAE, and a number of other nations on how to plan, structure, and utilise the right type of content while communicating with different business stakeholders such as customers, shareholders, and most importantly media agencies. While his primary professional focus has always been on helping organisations use the right type of content in various scenarios, he also guides

their use of content while meeting technical requirements which have arisen owing to media convergence.

Mr. Sinha began working in the media industry while still pursuing his graduate degree in mass communication, advertising, and journalism from the IK Gujral Punjab Technical University. In the initial phases of his career, he worked with multiple news publications focusing mainly in the New Media arena. After approximately a decade of service to various publications, Mr. Sinha chose to move towards entrepreneurship and established his own firm The Wordsmanship. He has since branched into content consultancy and established multiple websites.

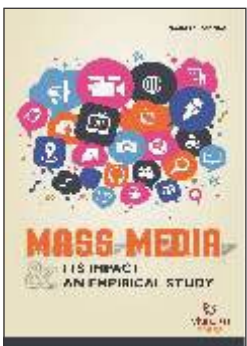
CONTENTS

1. Overview, 2. What is Mass Communication?, 3. Models and Theories of Mass Communication, 4. Mass Media: A Social, Political and Economic Component, 5. Instruments of Mass Communication, 6. Print Media, 7. Electronic Media, 8. New Media, 9. Advertising and Public Relations, *Index*

Mass Communication | Media Studies | Journalism

RECENT

MANAGEMENT



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Mass Media & Its Impact an Empirical Study

Neelesh Pandey

ABOUT THE BOOK

The purpose of the book is to systematically understand health-related messages in different mass media tools. Mass media is a very powerful tool for social change. It informs & influences people in every aspect of life. In this background, the main challenge before developing countries is that of creating their own non-consumerist version of the communication tools that are reliable and trustworthy.

Mass media can be split into two parts, Electronic Media and Print Media. All Electronic media are playing a key role to modulate the mindset of the people. While, Print media is much smaller than the Radio and the Television. It is predominantly owned by private entrepreneur but nonetheless has its own importance and its legitimacy.

Twenty-first century is the century of media and 4G revolution has brought television and newspaper in the pocket of common men and it is here lies the fact that media needs to be more careful with what they want to portray so that persuasion is not lacking the correct direction.

ABOUT THE AUTHOR

Dr. Neelesh Pandey has completed his B-Tech Degree in Computer Engineering and M.A. in Mass Communication and Journalism. He has completed his Ph.D. in Journalism and Mass Communication from Central University of Orissa. He has published more than a dozen Research papers in reputed and peer reviewed National and International Journals. He has participated in more than dozen National and International Seminars organised on different contemporary issues. He has published more than 2 papers as a chapter in Books published by reputed Publishers. He has been awarded ICSSR Doctoral (2015-16) and Post-Doctoral (2017-18) Fellowship award. His area of interest is Social Media and Health Communication. He is currently working as Editor (Social Media) in News Services Division, All India Radio, New Delhi.

CONTENTS

1. Introduction, 2. Review of Literature, 3. Health Related Problems in India with Respect to Varanasi District, 4. Accessibility and Acceptability of Television and Its Effectiveness on Healthcare, 5. Health Care Programs on Television : Its Role and Impact to Motivate Viewers, 6. Data Analysis, 7. Conclusion and Recommendations



Reinventing IT

Paradigm Shift in Knowledge Intensive Society

Sanjeev Bansal | Anita Venaik | Smrita Sinha

ABOUT THE BOOK

The book is a comprehensive introduction to corporate life and its various business processes knitted with variety of problems and high end solutions provided with variety of corporate cases. It focuses on four key areas of Strategic Planning-Technology, Management, Marketing and Operations. It is focusing on what students need to know about developing, managing and maintaining a successful business. The cases written are live example of varied operations in the industry, and are written in a clear style, making use of variety of pedagogical techniques that facilitate both academic knowledge and a student's ability to apply their own thought process to remain successful in the industry.

The cases presented in the book illustrate how theory is successfully translated into real-life business scenarios, spotlighting industries like Telecom, Food and Beverages, Aviation, IT Sector It also emphasizes an analytical and critical approach to understand strategic decision making so that learners emerge as winners and are equipped with enhanced practical knowledge to create real life plans for their own organizations.

ABOUT THE AUTHORS

Dr. Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. Dr. Bansal has recently been conferred with prestigious "Palmer Award" by Wharton. An admired academician, his doctoral work is an exemplary study in the area of Decision Sciences from Delhi.

In an acclaimed career span of about 27 years in teaching, research and consultancy, he has been invited to be a part of several prestigious academic / professional bodies and in his advisory capacity, has steered them to success. He is an avid researcher and has more than 125 research papers in prestigious journals to his credit. He has authored 8 books which have been exceptionally well received. He has guided several research scholars to produce works of immense educational impact.

Dr. Anita Venaik is an Associate Professor, Information Technology with Amity Business School. Having over 19 years of work experience in corporate and teaching. She has worked with giants like Coke and PCL as Management and IT Consultant. She has work experience of teaching in 5 different Common Wealth Universities across the Globe. Author of 7 books on varied subjects in IT. She has written Cases for Corporate giants and Designed Manual for Bharti Telecom in SOA & ITIL Library. She is also an Editor of "Amity Journal of Energy & Environment Studies" a Bi-Annual Journal of Amity Business School.

Dr. Smrita Sinha is an Assistant Professor & Head in Business Communication Department with 18 years of experience in teaching. She has written & presented several papers at International and National level. Dr. Sinha has written several case studies for International publishing house. She is a Lead Corporate Trainer and has conducted training for different corporate Giants. She is the Editor of 'AMITY BUSINESS REVIEW' - a biannual blind peer reviewed, refereed research based international journal and has been instrumental in getting it listed in databases, like Advanced Science Index, Germany.



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CONTENTS

1. Barriers to Measurement of Human Asset: An Empirical Study of Select IT Sector Companies in Delhi and NCR — *Dr. Nisha Gupta, Prof. Ajay Kr. Singh, Dr. Smrita Sinha, Dr. Anita Venaik*, **2.** Impact of Social Media Expressions on Engagement and Trust of Customers — *Dr. Tarun Kumar Singhal*, **3.** ECG Signal Analysis Using Artificial Intelligence Techniques: A Review — *Shipra Saraswat, Geetika Srivastava and Sachchidanand Shukla*, **4.** ICT in Education-Resettlement Options for Indian Defence Forces — *Lt. Col. Anil A Mathews, Lt. Col. Nitin Mehta, Cdr. Sanjay Kader*, **5.** Medical Tourism: Treatments, Markets and Health System in India — *Ms. Bhawna Sharma and Prof. J.K Sharma*, **6.** Perceptual Mapping of Top 5 e-retail Websites: With Special Reference to Students in Delhi/NCR — *Dr. Teena Bagga*, **7.** Regulatory Issues and Ethics in Marketing 'Overcoming Regulatory Issues and Challenges to ensure ethical advertisement in the Mauritian Tertiary Education Sector' — *Dr. Aansa D. Bedacee*, **8.** Women in IT Sector and Work-Life Balance — *Dr. Anandita Tyagi*, **9.** Cyber Crime -Victimization in Virtual World — *Nidhi Arora Kumar, Dr. Poonam Gupta*, **10.** A Case Study 10 step Selling Process at Ford India – Success or Failure? — *Ms. Sonali P Banerjee, Mr. Rajat Sharma*



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MANAGEMENT



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Marketing Mosaic

Elements Driving Consumers and Business

Sanjeev Bansal | Ashok Sharma | Varsha Khattri

ABOUT THE BOOK

Marketing Mosaic gives an individual the intelligence they need to send the right message to the right person at the right time. It is relevant and enabled across channels and branding platforms with endless possibilities. Other strengths that make Marketing Mosaic: Elements Driving Consumers & Business, a book of its kind includes:

- A wide range of research papers in advertising and branding which helps formulate the communication strategy for future.
- An understanding of how a consumer behaves and how this affects the market facilitating the practices and applications with cases and examples from the Indian Market.
- Insight of how new technologies are effecting the Indian retail market.
- A spectrum of opportunities one can explore from sales to the role of leaders in managing Indian business and operational efficiencies.
- Marketing Mosaic gives an extraordinary detail to help a marketer communicate with its consumers in a way that matches their world.

ABOUT THE AUTHORS

Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University, Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. Dr. Bansal has recently been conferred with prestigious "Palmer Award" by Wharton. An admired academician, his doctoral work is an exemplary study in the area of Decision Sciences from Delhi. In an acclaimed career span of about 27 years in teaching, research and consultancy, he has been invited to be a part of several prestigious academic/professional bodies and in his advisory capacity, has steered them to success. He is an avid researcher and has more than 125 research papers in prestigious journals to his credit. He has authored eight books which have been exceptionally well received. He has guided several research scholars to produce works of immense educational impact.

Ashok Sharma is a Ph.D. in the area of International Marketing and an Associate Professor at Amity Business School, Noida. Dr. Sharma is a certified Case study method teacher from Harvard Business School Publishing House. With close to two decades of experience in industry, academics, research, training and consulting, Sharma specializes in the area of marketing and strategy. He has several publications in reputed refereed Proceedings and Journals of International and National repute. Sharma has also been the editor of Ouredi international journal (since 2015) of Business Management. Sharma has also been actively involved in trainings and has been a resource person for various M.D.P./E.D.P.s for a number of companies for middle and senior executives including that from the Public Sector Undertakings, Private Sectors, Small and Medium Enterprises viz. Jal Nigam, U. P. Avas Vikas Parishad and in Commonwealth Games (held in New Delhi in 2010) etc.

Varsha Khattri is a Ph.D. in the area of Management and is an Assistant Professor at Amity Business School. She is a resourceful professional with more than 12 comprehensive years of experience in teaching, training and research. Her subjects of interest are Brand Management, Advertising Management, Consumer Behavior, Marketing Management and Integrated Marketing Communication. Many of her astounding works have been published in reputed journals like Emerald Emerging Markets Case Studies, Global Business Review and European Case Clearing House. She has also won laurels for best paper in several conferences. To her credentials, she has also been a part of Tata Motors, Common Wealth Games and Directorate General Resettlement, Ministry of Defence Training Programmes at Amity. Dr. Khattri has also recorded video lectures for Amity, Massive Open Online Course (MOOC). She takes pride in being part of the journey of inquisitive minds and find meaningful engagement in academic pursuits.

CONTENTS

Unit-I MAKING A MARKET(ING) DIFFERENCE 1. Efficacy of Below The Line Activities –Vivek Singh Tomar, 2. Impact of Comparative Advertising on Consumer Buying Behaviour –Sunetra Saha, 3. Product Personality – An Applied Perspective –Dr. Shekhar Trivedi, 4. Impact of TV Advertising on Buying Behavior of Male Consumers' (A Study Related to Faridabad City) –Seema Johar, 5. Videocon: Coming Out of Brand Identity Crisis –Prof. Ramesh Kumar Bagla and Nikita Gupta

Unit-II TUNING IN TO CUSTOMERS 1. Pester-Power Marketing in Case of Child-Centric Products –Manjot Kaur Shah and Dr. Garima Malik, 2. Factors Affecting Online Shopping in Tier II Markets in India –Dr. Richa Sharma, Richa Rastogi and Trishty Khandewal, 3. Changing Consumer Behaviour in Growing Suburban Economy of India – A Study in White Goods Segment –Sakshie Singh and Dr. Garima Malik, 4. Changing Consumer Preference towards Major Household Electrical Appliances in Delhi NCR –Sonali Somaddar and Pooja Sehgal, 5. Consumer Attitude Towards Online Shopping: An Empirical Analysis of Punjab Region –Harmeet Brar, 6. Pricing Strategy – Role in Marketing –Dr. Rahul Gupta, 7. Changing Customer Expectations, Satisfaction and Loyalties: The Case of Mini and Compact Cars in India –Vandana Gupta, Dr. Asif Ali Syed, 8. A Study on Smartphones: Rise of Homegrown Indian Brands –Prof. Ramesh Kumar Bagla and Vishal Verma

Unit-III ENERGIZING INDIAN RETAIL 1. Changing Consumers and Retail Technologies –Ritu Singh and Dr. Supriti Agarwal, 2. Understanding Consumers' Behaviour within The New Retail Settings Enriched with Smart Technologies –Dr. Pallavi Pathak and Amitabh Pandey, 3. Organized Retailing Formats Vis-À-Vis Unorganized Retailing Formats: A Consumer Behavior Perspective –Shilpa Singh, 4. Two Minutes Off The Shelf –Dr. Rahul Gupta and Dr. Himani Sharma

Unit-IV A SPECTRUM OF OPPORTUNITIES 1. Value Drivers for Sales Force Effectiveness in India –Dr. Sandeep Puri and Narendra Kumar, 2. A Comparative Analysis of Export of Basmati Rice from India: with Special Reference to Asian Middle East Countries –Rahul Jain and Dr. Rajiv Chaube, 3. Managing Indian Businesses – The Role of The Leaders –Parveen Rani and Dr. Harvinder Kaur, 4. A Comparative Analysis of Operational Efficiency of Steel Industry in India –Dr. Preeti Sharma, Mr. Arnab Chakraborty and Ms Sanya Dhingra.



Novel Marketing Propositions For Value Creation

Sanjeev Bansal | Amanpreet Kang | Vinamra Jain

ABOUT THE BOOK

The marketers are perplexed by the ever changing markets and the quote above delineates the supreme need to constantly change i.e. to become perfect. This dynamic character of global markets is impacted by a zillion macroeconomic factors and the randomness is catalyzed by the global trend of markets becoming borderless and integrated. 'Global' products and services are now accessible to consumers everywhere. The consumers are also getting influenced by real time information available on different media like TV, internet, smartphones, etc. As a result, the marketers are struggling to comprehend the behaviour of their ever changing consumers. Because of the changing dynamics of the environment the erstwhile stable indicators of consumer behaviour i.e. beliefs, values and customs (constituents of culture) are also undergoing change. This book provides a common platform for discussion of various concerns encountered by organization, marketers and consumers. This book is an amalgamation of the problems and issues scrutinized by various researchers learning about the emerging markets. The book offers insights about the features of the emerging markets. It also delivers novel propositions for being successful despite the complexities of these markets.

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Amanpreet Kang is an Assistant Professor in Marketing and International Business Area at Amity Business School, Noida, India. She has completed her Ph.D. in the area of "International Food Safety Standards, Regulations and Food Trade: Challenges and Opportunities for Asian Economies" from Punjabi University, Patiala, India. She did MBA from University Business School, Panjab University, Chandigarh and cleared UGC NET in Management in 2003. She has about six and a half years of corporate experience and more than seven years of teaching experience. Her research papers have been published in reputed national and international journals.

Vinamra Jain is an Assistant Professor at Amity Business School (ABS), Noida. He has more than sixteen years of experience in the areas of academics, manufacturing, services and retail industries both in India and Abroad. He worked with companies like IBM India, T.J. Maxx, USA and Cumberland Farms, USA before he entered into the academic world with Amity University, Uttar Pradesh.

He has held important administrative posts and is In-charge of the Internationalization cell of ABS. He has been instrumental in the design, development and restructuring of many Courses & Curriculum being run at various Amity Campuses in India and Dubai.

He has to his credit many research papers published in Journals of International repute and has presented his work at various National & International Conferences. He is also part of the editorial and review teams of some International Journals. He is a certified Case Study Teacher by Harvard, USA.



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CONTENTS

Unit-I MARKETING IN 'NEW' MARKETS: TACKLING THE LAST MILE GAP 1. Marketing in Africa: Tracing the paradigm shift — Prateek Mangal, Rohit Kawatra and Dr. K. K. De, 2. Driving Organization Change – Towards Improved 'Service Quality' — Rohit Mohan, 3. Towards the conceptualization of Market-oriented Strategic Flexibility — Dr. Kumar Shalender, 4. Search, Select and Savour your Favourite Cuisine: A Case Study on Zomato — Prof. Ramesh Bagla and Shruti Chaudhary, **Unit-II UNDERSTANDING INDIAN MARKET AND CONSUMERS** 1. India's New Markets: A Study on the Growing Popularity of Malls in India — Dr. Mamta Mohan and Kavita Tandon, 2. Management of Dengue Outbreak at Grassroots Level: A Challenging Task for Health Professionals — Dr. Ritesh Dwivedi and Ms. Shobhit Anand, 3. Sustainability of Concepts Green Buildings in India — Ms. Rajni Rathi and Dr. Sanjeev Bansal, 4. Penchant For Medical Tourism In India — Dr. Himani Sharma and Dr. Rahul Gupta, 5. Critical Success Factors for Quick Service Restaurants (QSR) — Dr. Varsha Khattri, **Unit-III THE DIGITAL INFLUENCE: CHANGING CONSUMERS AND MARKETS** 1. Understanding Factors Contributing to the Development of Women Entrepreneurship in Rural India: An Interpretive Study — Ms. Amandeep Kaur, Dr. Garima Malik and Ms. Namita Mishra, 2. Role of ICTs in empowering Rural Women — Priya Samant and Dr. Anurupa B. Singh, 3. Evolution of Loyalty Offers in the Digital World — Akshat Garg and Dr. Himani Sharma, 4. Online Retailer Billing: A New Approach for Telcos — Amod Prakash Singh and Dr. K K De, **Unit-IV ENGAGING CUSTOMERS SOCIALLY** 1. Effect of Customer Engagement through Social Media on Brand Perception and Preferences — Sneha Chawla and Dr. Ashok Sharma, 2. Impact of Social Networking Sites as a Brand Communication Channel on Purchase Decision — Dr. Aparna Goyal, Dr. Sanjeev Bansal and Dr. Teena Bagga, 3. Social Media Marketing for Positive Influence towards Purchase of Green Products — Aparna Goyal and Dr. Sanjeev Bansal, 4. Social Factor Affecting Consumer's Green Product Purchase Decision — Mamta Bhardwaj and Dr. Ashok Sharma





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Leadership, Governance & Public Policy Human Resource Perspective

Sanjeev Bansal | Taranjeet Duggal | Chandranshu Sinha | Shinu Vig | Tavishi

ABOUT THE BOOK

'Leadership, Governance and Public Policy' is an effort that aims to touch upon the three basics of progression of a society or an organization-Leadership, Governance and Public Policy. The book focuses on original high-quality research in the realm of human resource management, encompassing facilitation of the theoretical foundations and the applications of these in the industry. The book is intended as a tool for practitioners and researchers to comprehend management problems and available solutions in the area, to identify new issues and to shape future directions for research, while industrial users may apply these techniques for improving productivity and efficiency of human resource in their organization. A general reader can use these skills to excel and enhance his existence and role in day to day affairs of society.

The best compass of 'Leadership, Governance and Public Policy' is strong set of values that consistently point towards making the right choices. To succeed in this more complex, interconnected and rapidly changing world, people in all sectors (public, private and voluntary)

are recognizing the urgent need to develop approaches to leadership and governance that are more distributed and more learning-based. These are approaches that can adapt more quickly and operate more effectively across the shifting boundaries that separate organizations, industries, disciplines, sectors and political jurisdictions. However, adapting, implementing and realizing these mantras are harder than they sound. The absence of which makes academicians and industry professionals doubt upon and call for re-positioning the established ways and means of realizing their strategic intent and vision to innovate newer ways of leading and organizing in sync with contemporary social-organizational reality.

ABOUT THE AUTHORS

Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University, Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. Dr. Bansal has recently been conferred with prestigious "Palmer Award" by Wharton. An admired academician, his doctoral work is an exemplary study in the area of Decision Sciences from Delhi.

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Taranjeet Duggal, Ph.D. is an Professor, Amity Business School, Amity University, Uttar Pradesh. An avid trainer and researcher, she earned her doctoral degree in Industrial Sociology from Ruhilkhand University, Bareilly. She is in the field of academics for more than 25 years. She is associated with Amity University for more than 17 years. She has established and looked after the Behavioral Science Program of ABS since its inception. She has been a consultant to various public and private organizations.

Chandranshu Sinha, D.Phil. Associate Professor at Amity Business School, Noida is a recipient of Shastri Scholar Travel Grant from the Shastri Indo Canadian Institute, Calgary Canada for the academic year 2013-14. He was also Visiting Researcher and Associate with Centre for Interdisciplinary Research on Narratives, St. Thomas University, Fredericton, New Brunswick, Canada in 2014. He earned his D.Phil. in Psychology from the Centre for Advanced Studies, Department of Psychology, University of Allahabad in 2004 and was conferred with the 'Young Scientist Award' by the National Academy of Psychology in 1999. His specialization and research interests are in the area of OB with special emphasis on Social & Psychological Facets of Change. Sinha has been on the Editorial Board of Amity Business Review (2006-2014) and Journal of Management and Marketing (since 2013), Slovakia and is also on the Editorial Review of Electronic Journal of Business Research Method, United Kingdom (EJBRM, since 2015). Sinha joined Amity Business School in 2006, has taught at the University of Allahabad and has more than 17 years of academic and research experience.

Shinu Vig is currently with Amity Business School, Amity University, India. She is a member of the Institute of Company Secretaries Of India. Her research interests include corporate governance, corporate social responsibility and business sustainability. She has presented several research papers at various national and international conferences.

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CONTENTS

1. Impact of Work-Life Challenges on Career Decisions: A Study of Women Professionals in Haryana – *Dr. Kranti Walia and Dr. Aparna Sharma*, **2.** Leader Member Exchange (LMX) and Readiness towards Technological Changes Among Employees of Oil & Gas Exploration & Production Organizations – *Ms. Toran Kapoor, Dr. Anand Pratap Singh and Mr. Mahesh Narain*, **3.** A Roadmap from Organizational Learning to Learning Organization – *Rahul Raj and Rajnish Ratna*, **4.** The Effect of Workplace Spirituality on Employee's Self-Empowerment – *Divya Gautam and Dr. (Prof.) Parul Jhajharia*, **5.** Personality Traits and Motivation Analysis: A Study in Education Sector – *Sweta Saurabh*, **6.** Utilisation & Scope of Information Technology in Human Resource domain – *Tanpreet Kaur*, **7.** Differentiating Entrepreneurs and Small Business Managers: A Competence Based Perspective – *Arshad Nabi Wani and Khurshed Ahmad Butt*, **8.** Effect of Emotional Intelligence on Job Satisfaction of The Employees in It Industry – *Sakshi Goel and Arti Menon*, **9.** Impact of Financial Appraisal on The Retention of Employees with Special Reference to Beverages Industry – *Dr. Devendra Singh, Ms. Deepika Sharma*, **10.** Women Leadership: An Integrative Focus on Equality – *Dr. Puja Sareen, Ms. Surabhi Agarwal*, **11.** Role of Human Resources in Make in India Campaign – *Manju Kumari*, **12.** Emerging Issues in Intellectual Property Rights: Understanding the Concept of Generic vs. Non-Generic Terms with Respect to Trademark Laws in India – *Shrivastava Navin, Shrivastava Vinod and Shrivastava Pravin*, **13.** Strategic Human Resource Management to Build Sustained Competitive Advantage in Indian Banking Sector – *Parul Jhajharia and Ritika Kaur*, **14.** An Empirical Examination of the Influence of Employee Empowerment on Organizational Commitment and Job Performance – *Rouf A. Mir, Zahid H. Bhat, Prof. Riyaz and A. Rainayee*, **15.** A Study of Existing Strategic Alignment of HR in Select Organisations – *Dr. Teena Bagga and Dr. Aparna Goyal*, **16.** Sustainable Tourism: An Integrated Human Resource Approach to World Tourism – *Vipin Kaushik, Sumit Sharma and Kumar Harshit*



Practices in Entrepreneurship and Finance

Sanjeev Bansal | TV Raman | Anjani Kumar Singh

ABOUT THE BOOK

This book aims to encourage entrepreneurial thinking by showing how to understand and spot the possible opportunity gaps in various sections and industries. It aims to encourage entrepreneurship of effort and presents guidelines for taking the right steps towards the entrepreneurship and moderating many risk factors.

The book Entrepreneurship & Finance will change the way people think about entrepreneurship. Many believe that it cannot be taught, and those who are successful in starting a business are born with something others do not have. This book dispels that myth and shows how innovation-driven entrepreneurship can be broken down into discreet behaviors and processes which can be taught to the intelligent, hardworking people using this book.

It presents an easy to understand and implement proven framework that is both comprehensive and integrated. More emphasis is given to financial aspects of entrepreneurship field. This book covers the comparative analysis of pre-post mergers and acquisition and macro-economic variables on the performance of BSE Sensex through factor analysis approach.

Readers will also realize the leadership responsibility in Entrepreneurship and role of transformational leadership in building competitive advantage along with the tools of measuring financial soundness of companies. From corporate restructuring point of view it becomes a significant characteristic to create consciousness about role of efficient market hypothesis, role of forensic audit and current financial system.

This book is designed as an integrated toolbox for first-time and repeat entrepreneurs so that they can build great enterprises based on new innovative products. Serial entrepreneurs with deep experience in a particular field or industry will also find this 24-step guide useful more efficiently. This book will serve as a basic resource for the students, scholars, executives and budding entrepreneurs dealing with start-ups, new ventures and investment in various avenues.

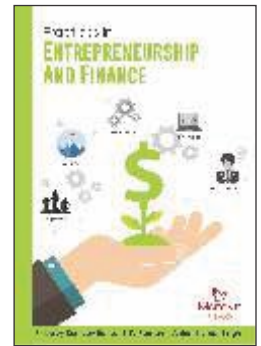
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Dr. TV Raman Doctorate from Mohanlal Sukhadia University, Udaipur (Rajasthan) in the area of Managerial Decision making related to Risk and Return in Portfolio Construction. Presently working as a HOD & Associate Professor, Department of Accounting and Finance, Amity Business School, Amity University Uttar Pradesh. Dr. Raman is in the academic field since 1995 and Published & Presented more than 30 research papers in national and international journals. Area of expertise is Financial Decision Making, Corporate Tax Planning, Corporate Restructuring, Cost and Management Accounting, Behavioural aspects in Finance and Management Control System.

Anjani K Singh did her Ph.D. in the area of Social Entrepreneurship from Lucknow University, Uttar Pradesh, India, is an Associate Professor in Entrepreneurship Area at Amity Business School, Amity University, Uttar Pradesh, Noida, India. He was associated with Indian Institute of Management, Lucknow. Before joining Amity University, he was associated with Entrepreneurship Development Institute of India, Ahmedabad. He has more than seventeen years of research and teaching experience.



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CONTENTS

1. Differentiating Entrepreneurs and Small Business Managers: A Competence Based Perspective –*Arshad Nabi Wani and Khurshed Ahmad Butt*, **2.** Leadership and Its Significance in Modern Business –*Akanksha Singh Fouzdar and Ankita Singha*, **3.** Hello English App: An Entrepreneurial Initiative in Emerging Markets – *Dr. Mamta Mohan and Ms. Misbah Jahan*, **4.** Path of Women Entrepreneurs in India: A Road towards Rewards or Hurdles –*Ms. Sweety Gupta and Dr. Anshu Yadav*, **5.** Leadership Style and Its Significance to Entrepreneurial Orientation –*Heena Chauhan and Anjani K Singh*, **6.** A Study of Factors Affecting the Decision of Consumers in Deciding the Institution for Housing Loan –*Dr. Teena Bagga and Dr. Aparna Goyal*, **7.** Z-Score: A Tool of Measuring Financial Soundness of the Companies –*Dr. Preeti Kulshreshtha and Dr. Mahendra Ranawat*, **8.** Role and Significance of Efficient Market Hypothesis –*Shivani Tyagi and Dr. Manjula Shastri*, **9.** Forensic Audit: Strengthening the Banking System –*Ms. Kavitha Menon and Dr. M.R. Vasudevan*, **10.** Role Transformational Leadership in Building Competitive Advantage –*Dr. J.P. Pathak*, **11.** Examining Effect of Macroeconomic Variables on the Performance of BSE Sensex: A Factors Analysis Approach –*Dr. Mahendra Ranawat and Dr. Garima Babel*, **12.** Does Corporate Restructuring Really Helps: A Comparative Study of Pre & Post Mergers & Acquisition –*Dr. Anubha Srivastava and Amit Gupta*



RECENT

MANAGEMENT



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244 pg. | 2017 | HB | ₹ 595

Green Management Way to Environmentally Benign Development

Sandeep Kumar | Sweta Bakshi

ABOUT THE BOOK

With the emergence of a large number of environmental problems all over the world, there arises a need to preserve and protect the earth's natural environment and finite resources. Going Green, Sustainability, Green Revolution, Ecofriendliness, Save Earth, Save Planet are the new norms in today's scenario which can prolong existing of human race on face of planet earth.

This book "Green Management" is collection of articles focused on environmental and ecological issues relating to management. It covers issues like Green HRM, Green Accounting, Green Marketing, Green Supply Chain Management, Green Information Technology, Green Infrastructure, Green Transportation and Green Finance. It is designed to provide students and managers with an overview of the importance of "Green" management to business and industry. It addresses the global state-of-the-art knowledge about how business processes can be managed and improved in light of sustainability objectives. Business organizations, a dominant part of our society, have always been a major contributor to the degradation of our natural environment, through the resource consumption, greenhouse emissions, and wastage production associated with their business processes and the book attempts to lay guidelines as to how to mitigate them.

The book will be of a great relevance to both practitioners and academicians who are interested in understanding, designing, and implementing Green Management. It also constitutes a valuable resource for students and lecturers in the fields of Management, Information Systems and Sustainable Development.

ABOUT THE AUTHORS

Dr. Sandeep Kumar at present is Professor in Deptt. of Management at Tecnia Institute of Advanced Studies, Delhi (Under GGS IP University). He has 20 years of teaching and industrial experience at various levels. He has authored a number of papers published in different National and International Journals and also presented at various Conferences. He has authored 12 books in management and allied subject. He is also reviewer of International Journal 'Emerald Journal of Emerging Market', UK and Journal of Management and Training for Industries, Japan. He is also associated with I.C.W.A.I., I.I.C.S.I., I.C.A.I., A.I.M.A., GGS IP University, G.B. Technical University (Lucknow), Mahamaya Technical University (Noida), Mewar University (Chittorgarh), ICFAI University. His area of interest is Marketing Management, Operation Research, Business Statistics, Information technology, Human Resource Management and Research Methodology.

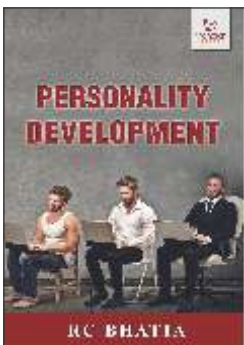
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CONTENTS

1. Green HR, 2. Green Accounting, 3. Green HRM, 4. Sustainability Through Green Marketing, 5. Green Marketing for Sustainable Development, 6. Green Marketing Strategy and Its Impact, 7. Green Supply Chain Management (GSCM), 8. Green Marketing: Challenges and Strategies for Indian Companies in 21st Century, 9. Green Human Resource Management: Policies and Practices, 10. Understanding of Green Information Technology, 11. Green Finance, 12. Green Infrastructure-Putting the Green in the Grey, 13. Green Transportation System, 14. Green Information Technology, 15. Green Sociology, 16. Green Human Resource Management, *Index*

RECENT

MANAGEMENT



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Personality Development

R.C. Bhatia

ABOUT THE BOOK

This book is written to suggest personality enhancement techniques and to give examples which demonstrate that you can be better personality, can have better peace of mind, improved health and can generate the energy to make yourself successful. Like many other persons who have learnt and applied the simple procedures to transform themselves into a better personality, you too can achieve the winning touch. We are at times bogged down by small and petty problems in our life that irritate us. We cannot ignore the hardship and tragedies of life, but if they dominate our personality, it is bound to have negative effects. This book is an attempt to find out how to cast them out from our mind. If we refuse to become mentally submissive to them, we can channel our thoughts, energy and deeds in a positive direction. Our thoughts and actions must always reflect a positive attitude towards life. We are all part of a large society, nation and global community. A person cannot expect to perform well if he cannot develop a positive working relationship with his team members. As per modern management concepts, "Personality is the BRAND IMAGE of an individual".

ABOUT THE AUTHOR

Dr. R.C. Bhatia, M.A. (Economics), M.Com. and Ph.D., is in the Department of Commerce, Shyam Lal College (Evening), University of Delhi, since 1996. He has been associated with it is, Polytechnics, Institute of Company Secretaries of India, Institute of Chartered Accountants of India. National Vocational Training Institute for Women (Noida), National Open School, Indira Gandhi National Open University (IGNOU), Board of Technical Education, Delhi as visiting faculty for the last 20 years, and is a member of several expert examination bodies and syllabus committees on vocational education at Central and State level. He has authored more than 30 books for various University examinations. He has also published 10 articles in newspapers, magazines and UGC journals.



Digitising Enterprise in an Information Age

David L Olson | Subodh Kesharwani

ABOUT THE BOOK

Digitising Enterprise in an Information Age is an effort that focuses on a very vast cluster of Enterprises and their digitising /technology involvement and take us through the road map of the implementation process in them, some of them being ICT, Banking, Stock Markets, Textile Industry & ICT, Social Media, Software Quality Assurance, Information Systems Security and Risk Management, Employee Resource Planning etc. It delves on increased instances of cyber spamming and the threat that poses to e-Commerce and Banking and tools that help and Enterprise toward of such threats. To quote Confucius, "As the water shapes itself to the vessel that contains it, so does a wise man adapts himself to circumstances." And the journey of evolution and progression will continue and institutions and enterprises will continue to become smarter and more and more technology savvy.

Enterprises and businesses across all genre and spectrum are trying their level best to adopt to change and move on with the changing requirements of technology and as enterprises and companies upgrade and speed up their digital transformations and move their outdate heirloom systems to the cloud, archaic partners that don't keep up will be left behind.

The question is no longer pertinent if at all an enterprise needs to digitise – nor is that when is the time to start the process. Those that aren't already on board are running out of time. As enterprise companies ramp up their digital transformations and transition their outdate legacy systems to the cloud. Organisations can't put a halt on innovation, operational proficiencies and product advancement opportunities until they have accomplished renewing the fundamentals. Customers will not wait until the core is mended to find the innate digital involvements they are seeking.

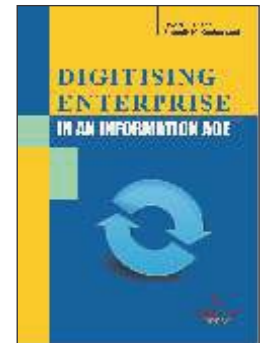
ABOUT THE AUTHOR

David L. Olson is the James & H.K. Stuart Professor in MIS and Chancellor's Professor at the University of Nebraska. He has published research in over 200 refereed journal articles, primarily on the topic of multiple objective decision-making and information technology. He has authored over 20 books, is co-editor in chief of International Journal of Services Sciences and associate editor of a number of journals. He has made over 150 presentations at international and national conferences on research topics. He is a member of the Decision Sciences Institute, the Institute for Operations Research and Management Sciences and the Multiple Criteria Decision Making Society. He was a Lowry Mays endowed Professor at Texas A&M University from 1999 to 2001. He was named the Raymond E. Miles Distinguished Scholar Award for 2002, and was a James C. and Rhonda Seacrest Fellow from 2005 to 2006. Olson was named Best Enterprise Information Systems Educator by IFIP in 2006. He is a Fellow of the Decision Sciences Institute.

Dr. Subodh Kesharwani is an academican with MBA in Information Systems and Doctorate in ERP System. He is one of the researchers who had concentrated his research on Total Cost of Ownership [TCO]. Joined decade back a School of Management Studies with a total 15 years of hardcore teaching and research in Computer and Management at Indira Gandhi National Open University, IIMT Engineering College, various others B-Schools in Delhi as a Guest Faculty which includes GGS-IP University, Global School of Management Science, New Delhi Institute of Management and as a research student at Motilal Nehru Institute of Research and Business Administration [MONIRBA], Allahabad. He had taught, Enterprise Information System, Management, Logistics, Operation Research, Computers for Management, Operation Management and Statistics to MBA and ERP systems to B.Tech students. He had developed and coordinated a program in Entrepreneurship in collaboration with Rajiv Gandhi Foundation (RGF), India and Commonwealth of Learning, Vancouver, Canada which provides training to the trainers, especially to an employee who are working with NGO. He is a corporate trainer in ERP and delivered a talk on ERP as a key speaker at diverse conference/seminars some of them are Computer Integrated Management System Theme, School of Open Learning, Delhi. He is presently in New Delhi, India and planned to come up with an OPEN JOURNAL SYSTEM (OJS). He is a founder mentor and Navigator of www.Open-Journal.com which is one-stop-Journal-portal solutions for bringing academia and corporate world under a collaborative platform to disseminate and share their thought with one another. He is also a founder Editor-in-chief of a journal entitled "Global Journal of Enterprise Information System [GJEIS] <http://www.gjeis.org>, which is going to complete its 6 year term. Dr. Kesharwani had developed an ample number of audio visual aid and had written a Book entitled "ENTERPRISE INFORMATION SYSTEMS Contemporary Trends and Issues" in a co-authorship with Professor David L Olson (University of Nebraska, USA. <http://www.worldscibooks.com/business/7287.html>, which was published by WORLD SCIENTIFIC, USA. He had another text book on ERP system which is catering a B.Tech Students. He is presently flourishing himself as trainer on ERP, EIS and OJS related areas that can harmonize the technical and functional module in a synchronized manner. Dr. Kesharwani had been awarded "IT Innovation & Excellence Award 2012" in the field of ERP solutions, by KRDWG's Selection Committee at IIT Delhi. He is in the panel of the Steering Committee of the International Journal of Computing and e-Systems, TIGERA-USA. He is also doing a lot on Free and Open Software (FOS) which includes Open Journal System Software.

CONTENTS

I-INFORMATION SYSTEM, 1. Clicking Away: Fiji's ICT Industry, **2.** Contemporary Research Issues in Business-IT Alignment, **3.** Efficiency of IT Deployment of Public Sector Banks in India, **4.** Empirical Study of Volatility Clustering in Stock Prices of IT Index, **5.** Empirical study on obstacles in Information System Success, **6.** Fostering the Garment Industry Competitiveness: The ICT Contribution, **7.** MIS Sustain Credit Riskmetrics vis-a-vis the Future of Indian Banking System, **8.** Analysis of Web Quality Provided by Pintwire Informatics in IT Industry, **II-ENTERPRISE RESOURCE PLANNING AND SUSTAINABILITY, 9.** Adoption of Advance Manufacturing Technologies (AMT) in Micro, Small and Medium Enterprises (MSMEs) of India, **10.** An Overview of ERP in Indian Production Firms, **11.** Automation in Textile knitting Process: An ERP Initiative, **12.** BIS: Web Based ERP to Support Small Entrepreneurs, **13.** Effective ERP Deployment in Public Sector Unit With Reference to Bharat Heavy Electrical Ltd, **14.** Enterprise Resource Planning for Financial Analysts, **15.** Essence of Software Process Re-engineering in SME's: Towards Process Customization and Automation, **16.** Identification & Evaluation of Barriers During ERP Implementation, **17.** Impacts of Decision Supporting Systems on Decision Making, **III-CYBER, SECURITY AND THREAT, 18.** A Comprehensive Analysis of Social Break Ups on Facebook, **19.** Digital Signature: Nature Scope Under the It Act, 2000—Some Reflections, **20.** Emerging Spamming Threats, **21.** Impact of formal Inspection to Software Requirements Specification For Software Quality Assurance, **22.** Information System Security and Risk Management: Issues and Impact on Organizations, **23.** Paradigm shift in Fingerprint Recognition on Pressure Variation and Impact of Information System in Crime Reduction, **24.** Psychoanalysis of Privacy Policies of E-Commerce & BPO Websites in Indian Circumstances, **25.** Security Threats in E-Business with Safety and Dependability, **26.** Virus: A Menace for Information Security, **27.** Monitoring: Contemporary Way to Test and Verily



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E-Commerce and Online Banking

Subodh Kesharwani, Sultan Omar

ABOUT THE BOOK

E-commerce and Online Banking is an effort which tries to do a comprehensive analysis of the future of online banking and e-Commerce. As we move away from brick-and-mortar shops and banks towards e-commerce, and internet & mobile banking, we need to look at banking, trade, and commerce from a new perspective. This includes a new set of tools and solutions for online banking and e-commerce, assessment and impact of these new models, and revised regulations to encompass these.

Through a series of focused essays, this book discusses the problems, trends, and solutions effecting next generation trade and banking. The book discusses issues like the structure for classifying private information in a B2C e-commerce transaction, impact of e-commerce, analytical research on Indian online banking, and more.

It analyses trends and combines it with studies and research in this area to predict the future of the industry. This is a must-read for anyone who wants a deeper understanding of the e-commerce and online banking industry of today and the future.

ABOUT THE AUTHOR

Subodh Kesharwani is an academician with MBA in Enterprise Information Systems and Doctorate in ERP System in the year 2003. A researcher who had flourished his career not only in technology linkages with enterprises but had done a lot to intermingle technology with research. Joined one and a half decade back presently an Associate Professor in School of Management Studies, Indira Gandhi National Open University, and New Delhi, India with a total 18 years of hardcore teaching and research. Dr. Kesharwani is a program coordinator of "Certificate in Business Skills" which had been developed in collaboration with Rajiv Gandhi Foundation (RGF), India and Commonwealth of Learning, Vancouver, Canada. He is a corporate trainer and delivered a numerous talks on technologies linkages with a management as a key speaker at diverse conference/seminars and B-schools across India. He is a founder Editor-in-chief of a peer review referred ten year old journal entitled "Global Journal of Enterprise Information System [GJEIS]" listed in almost 50 directories in a world. Dr. Subodh had developed an ample number of audio/visual aid and had written a book entitled "Enterprise Information Systems Contemporary Trends and Issues" published by World Scientific, USA in a co-authorship with Prof. David L Olson, University of Nebraska, USA. Subodh Kesharwani had been awarded "IT Innovation & Excellence Award 2012" in the field of ERP solutions, by KRDWG's Selection Committee at IIT Delhi. He is presently working on Free & Open source [FOS], Massive open online course [MooC] and Online e-learning platform. He was in the key panel of round-table workshop conducted by Ministry of Corporate Affairs in Association with Indian Institute of Corporate Affairs to streamline "Corporate Data Management and Governance".

Dr. Mohammed Sultan Omer is a librarian at MMAJ Academy of International Studies, Jamia Millia Islamia, New Delhi. Dr. Sultan has great administrative skills and a deep knowledge of Information and Communication Technology in Libraries. He also has many papers to his credit in National and International Conferences and Seminars. It is his futuristic vision and dedication to his work that he successfully computerized two libraries on two different softwares, 1. Engineering Faculty Library on Libsys ILMs, 2. MMAJ Academy of International Studies Library, where he is also presently working, on KOHA ILMs. For a long time, he has been associated with Architecture and Ekistics Library too.

CONTENTS

1. Impact of E-commerce on Customers, Employees, Suppliers, Distributors and Competitors, 2. e-Commerce A New Mechanism to Assign and Manage the Identity of Online Customers, 3. Relevance of E-Commerce In India with Special Emphasis to Online Marketing, 4. Trends of Retailing in E-Commerce – Product and Services, 5. E-Commerce Barriers Of Success In The Retail Industry, 6. XML Secure Documents for a Secure e-Commerce Architecture, 7. A Structure for Classifying Private Information in a B2C e-commerce Transaction, 8. A Combinatorial Optimization Approach to Solve the Synchronous Optical Network (SONET) Problem, 9. E-Commerce A Mechanism to Ensure the Pre-Purchase Decision Security of the Online Customers, 10. Emergence of Search Engine Optimization as an Advertising Tool, 11. Analytical Research on Indian Online banking and User's Privacy, 12. Bancassurance Technology Road Ahead Indian Perspective, 13. Impact of It on Indian Commercial Banking Industry Dea Analysis, 14. Internet Banking Customer Satisfaction An Empirical Study In Delhi And NCR, 15. Insight of Online Shopping Trend - An Empirical Study with relevance to Bahrain, 16. Mobile Banking Services in India - A Case Study, 17. The Potential of E-Commerce in the Insurance Industry The Road Ahead - A Case Study, 18. Impact of Emotional Intelligence in Indian Retail Banking Industry: Challenges And Opportunities, 19. The Impact of Business Process Reengineering Interventions - a CaseStudy of State Bank of India, 20. AN Integrative Approach To The Assessment Of Online Payment Portals



Management

Perception, Strategy and Operations

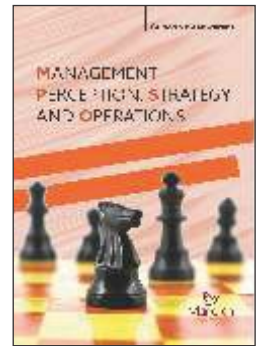
Subodh Kesharwani

ABOUT THE BOOK

Business management is more than just providing a service or selling a product. It involves an intrinsic understanding of how brand perception effects marketing strategy, and how both of them effect operations. This is the book that will help you understand how these factors effect and influence a business.

A business is an entire philosophy that should ideally be reflected in its every aspect. Whether it is the label of 'green' or 'sustainable', or Corporate Social Responsibility, the corporate ethos keep on changing is changing to adapt with the demands of the consumer.

Through a series of intensely researched and well-presented essays, this book discusses brand perception and marketing techniques, with real-world examples and studies. It talks about how brand perception effects the customer's spending behaviour and product satisfaction. It also highlights the importance of resource management and market diversification.



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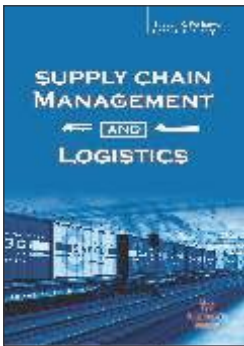
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Dr. Subodh Kesharwani is an academician with MBA in Information Systems and Doctorate in ERP System. He is one of the researchers who had concentrated his research on Total Cost of Ownership [TCO]. Joined decade back a School of Management Studies with 15 years of hardcore teaching and research in Computer and Management at Indira Gandhi National Open University, IIMT Engineering College, various others B-Schools in Delhi as a Guest Faculty which includes GGS-IP University, Global School of Management Science, New Delhi, Institute of Management and as a research student at Motilal Nehru Institute of Research and Business Administration [MONIRBA], Allahabad. He had taught, Enterprise Information System, Management, Logistics, Operation Research, Computers for Management, Operation Management and Statistics to MBA and ERP systems to B.Tech students. He had developed and coordinated a program in Entrepreneurship in collaboration with Rajiv Gandhi Foundation (RGF), India and Commonwealth of Learning, Vancouver, Canada which provides training to the trainers, especially to an employee who are working with NGO. He is a corporate trainer in ERP and delivered a talk on ERP as a key speaker at diverse conference/seminars some of them are Computer Integrated Management System Theme, School of Open Learning, Delhi. He is presently in New Delhi, India and planned to come up with an OPEN JOURNAL SYSTEM (OJS). He is a founder mentor and Navigator of www.Open-Journal.com which is one-stop-journal-portal solutions for bringing academia and corporate world under a collaborative platform to disseminate and share their thought with one another. He is also a founder Editor-in-chief of a journal entitled "Global Journal of Enterprise Information System [GJEIS] <http://www.gjeis.org>, which is going to complete its six year term. Dr. Kesharwani had developed an ample number of audio visual aid and had written a Book entitled "ENTERPRISE INFORMATION SYSTEMS Contemporary Trends and Issues" in a co-authorship with Professor David L Olson (University of Nebraska, USA. <http://www.worldscibooks.com/business/7287.html>, which was published by WORLD SCIENTIFIC, USA. He has also published a text book on ERP system which is catering B.Tech Students. He is presently flourishing himself as trainer on ERP, EIS and OJS related areas that can harmonize the technical and functional module in a synchronized manner. Dr. Kesharwani had been awarded "IT Innovation & Excellence Award 2012" in the field of ERP solutions, by KRWDG's Selection Committee at IIT Delhi. He is in the panel of the Steering Committee of the International Journal of Computing and e-Systems, TIGERA-USA. He is also doing a lot on Free and Open Software (FOS) which includes Open Journal System Software. the Steering Committee of the International Journal of Computing and e-Systems, TIGERA-USA. He is also doing a lot on Free and Open Software (FOS) which includes Open Journal System Software.

CONTENTS

Unit-1 Customers Perception and Market Evaluation, 1. Customers' Perception and Evaluation, 2. Green Branding New Cliché Magnetism, 3. Social Customer Relationship Management, 4. Marketing and Software Development Problems Faced by Software Companies, 5. Market efficiency in India A study of Random Walk Hypothesis, 6. Marketing Mix Strategies for FMCG in Rural India, 7. Marketing to Environmentally Conscious Consumers, 8. Retailing Trends and Opportunities of China – A Case Study, 9. Impact of Demographic Factors on Consumer Behaviour – A Case Study, 10. Impact of CRM in Mechanizing University's Process, Business and Productivity, 11. Factors Influencing the Selection of 3G among Indian Consumers A Statistical Introspection, 12. A Study of the Prospects and Problems of Web Based Advertising (WBA) in Eastern U. P., 13. A Study on Mobile phones - Brand Switching Pattern among the College Students of Delhi-NCR, 14. Analysis of Brand Reputation and Brand Liking of ZEE TV, 15. Customer's Perception on MTNL Services An Indian Viewpoint, 16. Service Quality of McDonald's, 17. The Impact of Design Characteristics and Support Services On The Effectiveness of MIS - An Empirical Study, 18. Marketing Audit and Auditing: Diagnosis through Intervention, **Unit-2 Knowledge Management**, 1. Knowledge Management – A Conceptual Framework, 2. Knowledge Management – The Key Driver for Growth, 3. Understanding the Anatomy of Talent Management, 4. Kaizen Culture Enabling Organizational Change Management For Sustainable Competitive Advantage, 5. A Pancha Kosha View Of Knowledge Management – A Case Study, **Unit-3 Issues and Strategies in IT & Management**, 1. Web Content Management, 2. Does Motivational Strategies and Issues Differ Across Generations An Analytical Study, 3. Productivity and Cost Efficiency Analysis–A Comparative Study, 4. Impact of Emotional Intelligence on Performance of, 5. Responsiveness of U.S. Exports to Real Exchange Rate, 6. Students' Perception about Management Education in B-School's – A Case Study, 7. A Comparative Study of Metal and Electricity Industries – A Case, 8. A Non-Statistical Approach to Predict Crude Oil Prices, 9. A Study of Media Preferences and Leisure Time, 10. Carbon Trading in Indian Derivative Market An Econometric, 11. Factors Influencing Preferences in Purchasing International, 12. Factors Influencing the Mobile Phone Purchase – A Study on the College Students of Delhi NCR, **Unit-4 Operational Techniques in Management**, 1. Impact of Advertisement Expenses on Net Sales for the, 2. The Different Perspective of Managerial and Operational Level toward CRM Practice in Thailand, 3. The Future Of Online News Business Online News Executive Level And Managerial Level' Perspective, 4. A Study of Options Volatility Smile Empirical Evidence from, 5. Biologically Inspired Computing Technique for Optimizing Discontinuous Mathematical Functions, 6. Existence of Equilibria and Complexity of Computation in Optimizing Complex Systems, 7. Analysis and Design of Optimum Interleaver for Iterative Receivers in Indoor Wireless Optical IDMA Scheme, **Unit-5 Entrepreneurship and Social Development**, 1. Understanding the Relationship between CSR and Business Performance, 2. Social Entrepreneurship for Sustainable Economic, 3. IT and CSR Activities A New Milestone - A Case Study, 4. Impact of WTO on India's Trade in Agriculture - A Case Study, 5. Female Household Heads Covered by Tehran Welfare Organization - A Case Study, 6. Manufacturing Technology in MSME in India - A Case Study, 7. Marketing Mix on Export Performance - vis-à-vis the Leather Footwear Exporting SMEs of India - A Case Study, 8. CSR to be or not be





Supply Chain Management & Logistics

Subodh Kesharwani | Sohail S. Chaudhary

ABOUT THE BOOK

How does one solve problems associated with Vehicle Routing and Travelling Salesman by altering a simple algorithm? Can data compression help in optimizing Data Transfer Rate? How does Data Mining help improve Customer Satisfaction? How does using modified SAP-LAP help improve the supply chain of an Indian Shipping Company? How does Business Intelligence effect the decision-making process of a company? These are only a few of the questions effecting supply chain and efficient delivery systems that this book addresses. Whether it is a speedier network connection or more efficient data transfer, every issue is presented with a well-researched paper. The data has been compiled by studying actual problems from real world organizations. Streamlining systems can intrinsically effect company performance and customer satisfaction. This book is important for anyone who understands how efficient systems can save money and reduce energy consumption.

ABOUT THE AUTHORS

Dr. Subodh Kesharwani is an academican with MBA in Information Systems and Doctorate in ERP System. He is one of the researchers who had concentrated his research on Total Cost of Ownership [TCO]. Joined decade back a School of Management Studies with 15 years of hardcore teaching and research in Computer and Management at Indira Gandhi National Open University, IIMT Engineering and as a research student at Motilal Nehru Institute of Research and Business Administration [MONIRBA], Allahabad. He had taught, Enterprise Information System, Management, Logistics, Operation Research, Computers for Management, Operation Management and Statistics to MBA and ERP systems to B.Tech students. He had developed and coordinated a program in Entrepreneurship in collaboration with Rajiv Gandhi Foundation (RGF), India and Commonwealth of Learning, Vancouver, Canada which provides training to the trainers, especially to an employee who are working with NGO. He is a corporate trainer in ERP and delivered a talk on ERP as a key speaker at diverse conference/seminars some of them are Computer Integrated Management System Theme, School of Open Learning, Delhi. He is presently in New Delhi, India and planned to come up with an OPEN JOURNAL SYSTEM (OJS). He is a founder mentor and Navigator of www.Open-Journal.com which is one-stop-journal-portal solutions for bringing academia and corporate world under a collaborative platform to disseminate and share their thought with one another. He is also a founder Editor-in-chief of a journal entitled "Global Journal of Enterprise Information System [GJEIS] <http://www.gjeis.org>, which is going to complete its six year term. Dr. Kesharwani had developed an ample number of audio visual aid and had written a Book entitled "ENTERPRISE INFORMATION SYSTEMS Contemporary Trends and Issues" in a co-authorship with Professor David L Olson (University of Nebraska, USA. <http://www.worldscibooks.com/business/7287.html>, which was published by WORLD SCIENTIFIC, USA. He has also published a text book on ERP system which is catering B.Tech Students. He is presently flourishing himself as trainer on ERP, EIS and OJS related areas that can harmonize the technical and functional module in a synchronized manner. Dr. Kesharwani had been awarded "IT Innovation & Excellence Award 2012" in the field of ERP solutions, by KRDWG's Selection Committee at IIT Delhi. He is in the panel of the Steering Committee of the International Journal of Computing and e-Systems, TIGERA-USA. He is also doing a lot on Free and Open Software (FOS) which includes Open Journal System Software.

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Professor Chaudhry has published more than 60 refereed journal articles which have focused on many different aspects of the supply chain in enterprises. His research encompasses areas such as network location, supplier selection, management and control of quality, constrained inventory, enterprise security, application of genetic algorithms to business problems, and systems theory, among others. His research has appeared in journals such as Annals of Operations Research, Computers & Operations Research, Enterprise Information Systems, Expert Systems, The Journal of Knowledge Engineering, Decision Sciences, European Journal of Operational Research, Information System Frontiers, Journal of the Operational Research Society, International Journal of Quality and Reliability Management, International Journal of Production Research, Management Science, Omega, Production and Inventory Management Journal, and Systems Research and Behavioral Science. In addition, Professor Chaudhry has presented over 80 papers at conferences around the globe as well as edited 5 volumes of Confenris conference proceedings which were published by Springer and the CRC Press, Taylor & Francis Group.

At the professional level, Professor Chaudhry serves as an Associate Editor for Enterprise Information Systems and Journal of Industrial Integration and Management. Also, he serves as a member on the Editorial Advisory Boards of several international journals.

The teaching interests of Professor Chaudhry are in the areas of Operations and Supply Chain Management. He has taught at various institutions including Columbia University, Loyola University Chicago, University of Wisconsin - La Crosse, Denmark's International Study Program Copenhagen, Temple University Tokyo Japan, Institute of Management Technology - Dubai, Korea University, and European Business School, Germany. Also, he has lectured at American University in the Emirates, Beijing Jiaotong University, and the Institut Suprieur de Gestion de Sousse, Tunisia. For the last decade, he has been using distance learning platform to teach quantitative courses to undergraduate and graduate students. Furthermore, he has developed business programs for undergraduate students with International University Geneva, Switzerland as well as a graduate program with Institute of Management Technology - Dubai and the American University in the Emirates, United Arab Emirates.

On a personal level, Professor Chaudhry has traveled to more than 60 countries over 5 continents on academic and personal trips. To relax, he likes to innovate in the kitchen and recreationally, he plays badminton at a competitive level. Furthermore, he is an avid viewer and attendee of the various forms of cricket when the opportunity arises during his travels.

CONTENTS

1. Overview of SC, 2. Supply Chain and Logistics in India, 3. Factor Exploration and Hierarchical Analysis of Spectrum Pricing Exploratory Framework, 4. Study of Supply Chain Quality Parameters, 5. Implementing Green Supply Chain Management, 6. Implementing DIS Models in Flexible Supply Chain Network, 7. Supply Chain Coordination Using SAP-LAP Analysis Framework, 8. Unraveling Long Term Evolution (LTE) Ownership and Adoption Challenges, 9. Ground Station Software A Dynamic and Scripted Approach, 10. Data Mining A Competitive tool in Retail Industries, 11. Innovative Qualities of Education Sector that Kills Quality and Employability in IT sector, 12. Performance Evaluation of Data Mining clustering algorithm in WEKA, 13. SOA- the backbone of Modern Business, 14. Virtualization of Data Base Layer (VDBL), 15. Wireless Sensor Networks Applications and Issues, 16. Compression - An Approach for Energy Conservation in Wireless Networks, 17. Desktop Virtualization Solution for Database Centre, 18. The significance of Business Intelligence in deepen the role of Business Decision Makers, 19. Innovative Packaging in India - A Case Study, 20. Indian Shipping Company using Modified SAP-LAP Framework - A Case Study, 21. Supply Chain Optimization of Zinc Industry - A Case Study, 22. Financial Supply on the Profitability Ratios of Companies in Tehran Stock Exchange - A Case Study, 23. The Impact of various Dimensions of SCM Practices in Indian Oil and Gas Sector, 24. Time Optimization For Real Time Traffic Signal Control System Using Genetic Algorithm, 25. Travel on Your Finger Tip A Paradigm Shift By Make-My-Trip, 26. Simulation of Manufacturing System at Different Part Mix Ratio and Routing Flexibility, 27. Intelligent Query Expansion for the Queries Including Numerical Terms, 28. A Clarke and Wright Improved Algorithm to Solve the Vehicle Routing and Travelling Salesman Problem, 29. Sales of Ferrous and Non-Ferrous Metals in Indian Markets: Some Supply Chain Issues, 30. Profitability and Liquidity Analysis of Bajaj Auto Ltd. and Hero MotoCorp Ltd., 31. Comparative Performance Evaluation of MANET and Cross Layer based MANET



Sustainable Business and IT

Subodh Kesharwani

ABOUT THE BOOK

Sustainability in an organization or enterprise means small or big modifications or reorientation, Information Technology is not a big part of this problem as it is estimated to contribute only a very small fraction of global carbon emissions. The solution to growing burden of carbon emission lies with the IT and technology innovation only as continued advancements in processes make businesses lean and smart.

Information Technology, Sustainability & Enterprise an Empirical Study is an attempt which delves into various aspects of Enterprise like ERP, IT, Software Quality Analysis, Innovation Capacity, harnessing natural renewable resources to make businesses sustainable, Impact of Employee behaviour on an Enterprise, Green Banking and Use of IT to study impact of religious tourism on biological and ecological hotspots. It also has a study which details the positive impacts of revolution in IT and Communication Technology on Indian Postal Service.

As organizations become paperless and more technology intense the impact they have on environment around them becomes more benign day by day. An example of this is how the global revolution in the production of photovoltaic cells and continued downtrend in there prices has brought price of a Solar Power plant less than a thermal Power Plant in India and the results have been unbelievable and every day sunshine states like Tamilnadu, Rajasthan see a new Solar Power plant being set up, and in coming few years India is expected to become pioneer in Sustainable Electricity Production and usage.

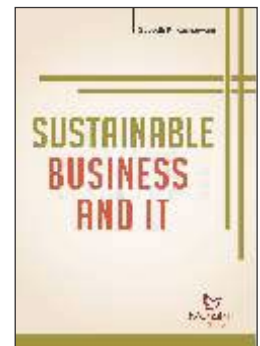
In addition to datacentre optimisation and other operative concerns such as teleworking, businesses are now leveraging IT competences to expedite sustainability originalities across the enterprise in new areas, including fleet management, paperless Invoicing, and building and facility management. Challenges which at times are quite daunting are initial costs, and sometimes there is quite a lengthy period before companies see a return on investment, and the need to keep up with fast-moving knowledge knowhow and expertise continues need to evolve and to re-educate staffers.

As IT continues to evolve as a key strategic enabler across the enterprise, many establishments comprehend the need to think more holistically about how IT can support enterprise-wide corporate sustainability efforts. This book aims to recognize how those efforts are being practiced in numerous business settings, and to recognize best practices for other enterprises to follow. Of course, no corporate initiative is easy. Sustainability is expensive, and requires collaboration between many different areas of the business. Perceptible success does not happen overnight, and convincing employees to change old habits requires a commitment from the top levels of the establishment to provide leadership, governance and transparency.

The multidisciplinary approach the book uses is going to be appreciated by students, academicians and researchers in Information Technology, Management, sustainability experts and corporates etc.

ABOUT THE AUTHOR

Dr. Subodh Kesharwani is an academician with MBA in Information Systems and Doctorate in ERP System. He is one of the researchers who had concentrated his research on Total Cost of Ownership [TCO]. Joined decade back a School of Management Studies with a total 15 years of hardcore teaching and research in Computer and Management at Indira Gandhi National Open University, IIMT Engineering College, various others B-Schools in Delhi as a Guest Faculty which includes GGS-IP University, Global School of Management Science, New Delhi Institute of Management and as a research student at Motilal Nehru Institute of Research and Business Administration [MONIRBA], Allahabad. He had taught, Enterprise Information System, Management, Logistics, Operation Research, Computers for Management, Operation Management and Statistics to MBA and ERP systems to B.Tech students. He had developed and coordinated a program in Entrepreneurship in collaboration with Rajiv Gandhi Foundation (RGF), India and Commonwealth of Learning, Vancouver, Canada which provides training to the trainers, especially to an employee who are working with NGO. He is a corporate trainer in ERP and delivered a talk on ERP as a key speaker at diverse conference/seminars some of them are Computer Integrated Management System Theme, School of Open Learning, Delhi. He is presently in New Delhi, India and planned to come up with an OPEN JOURNAL SYSTEM (OJS). He is a founder mentor and Navigator of www.Open-Journal.com which is one-stop-Journal-portal solutions for bringing academia and corporate world under a collaborative platform to disseminate and share their thought with one another. He is also a founder Editor-in-chief of a journal entitled "Global Journal of Enterprise Information System [GJEIS] <http://www.gjeis.org>, which is going to complete its six year term. Dr. Kesharwani had developed an ample number of audio visual aid and had written a Book entitled "ENTERPRISE INFORMATION SYSTEMS Contemporary Trends and Issues" in a co-authorship with Professor David L Olson (University of Nebraska, USA. <http://www.worldscibooks.com/business/7287.html>, which was published by WORLD SCIENTIFIC, USA. He had another text book on ERP system which is catering B.Tech Students. He is presently flourishing himself as trainer on ERP, EIS and OJS related areas that can harmonize the technical and functional module in a synchronized manner. Dr. Kesharwani had been awarded "IT Innovation & Excellence Award 2012" in the field of ERP solutions, by KRDWG's Selection Committee at IIT Delhi. He is in the panel of the Steering Committee of the International Journal of Computing and e-Systems, TIGERA-USA. He is also doing a lot on Free and Open Software (FOS) which includes Open Journal System Software.



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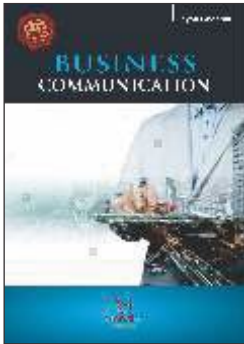
CONTENTS

1. IT and Conservation of Biodiversity, 2. Role of Information Technology in Banking Industry, 3. Software Reliability Metrics, 4. Green Banking in India Way to Sustainable Growth, 5. Emerging Trends in Cyber-Crimes, 6. An Integrated Fuzzy- based multi criteria decision making system, 7. Correlates of Satisfaction & Giving Behavior of IT Working Professionals in Delhi NCR - A Case Study, 8. Generational Diversity A Challenge For Leading Lights An Analytical Study in the Education Sector - A Case Study, 9. Environmentally Sustainable Business Practices - An Anecdote from Infosys - A Case Study, 10. Impact of Modern Communication Technology on Indian Postal System - A Case Study, 11. Impact of World Trade Organization on Indian Textile Industry - A Case Study, 12. Incorporating Lab Experience into Computer Security Courses - A Case Study, 13. Innovation Capacity Affects the Competitiveness of Software Industry Jalisco - A Case Study, 14. Liquidity and Profitability Analysis of Commercial Banks in India - A Case Study, 15. Productivity Measurement of Steel Industry in India - A Case Study, 16. Service Quality at Punjab National Bank using SERVQUAL Instrument - A Case Study, 17. Turnaround Strategies in Indian Industries - A Case Study, 18. Zomato using SERVQUAL applications for the user to discover restaurants - A Case Study, 19. Role of Technology in Globalization with reference to Business Continuity, 20. Exploring issues in Enterprise Information Systems Post-adoption Stage, 21. On Mapping Enterprise Class Model Directly into Third Normal form (3NF) Integrated Database, 22. A Study of Relationship of Perceived Organizational Politics and Spirituality at Workplace in IT and ITES Organizations (2016)



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MANAGEMENT



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Business Communication

Jayati Ghoshal



ABOUT THE BOOK

This book is aimed to develop the communication abilities of the students. It is specially designed and written according to the syllabus for the students of B.Com (Hons.), Semester-II, BCH 2.1 and B.Com (Prog.), Semester-IV, BC 4.1 introduced in the Choice Based Credit System (CBCS) in the Central Universities including the University of Delhi and other courses too. The book is also useful for B Tech Engineering students of GGSIP University and other technical Universities/Institutes. The topics are according to the syllabus and carefully chosen to match the interest of the current generation of learners who are more aware and sufficiently exposed to the current trends. The language chosen is very simple, lucid and effective so that the native students do not find ambiguities to easily grasp and understand it. It describes not only verbal but also non-verbal communication and thus promotes the sign language of the students. Many topics which will be beneficial for the student's success in the future are included in the book. The main aim of this book is to develop the four skills i.e. listening, speaking, reading and writing. English is after all a foreign language so the students find it difficult to comprehend, speak, read and write it with confidence. The book aims to inculcate about all of the above skills so that they do not have any hesitation to communicate in English. Questions are given so that the students can solve their problems and queries by solving these questions. The

book is designed for all the students who want to develop their communication skills and have a sound personality. It caters to the personality development of the students and also makes them keep in touch with modern and technical knowledge.

Further, it is primarily designed to deal with basic concern of enhancing, enriching and developing business communication skills of students in the age of indifference, inequalities, multi-nationalism, multi-culturalism and social pluralism. The book contains a concise and clear description of the course, students have to pursue as per the present syllabus. The text is well illustrated through tables and diagrams. This book is divided into five units/chapters.

Some of the important features of this book are as follows:

- Written Skills, Email, Facebook, WhatsApp etc.
- Explains nature, process, types of communication and also their barriers, listening and reading skills are also discussed.
- Letter writing, presentation, quotations, orders, social correspondence, memorandum, memo, agenda, notices and minutes are given in business correspondence.
- Report writing, Business reports, types of report, characteristics, elements, process, order, the final draft of report writing, checklist of report writing are also included.
- Oral presentation its importance and characteristics, presentation planning, 14 steps of Power Point Presentation, Visual Aids are the strongest part of this book.

ABOUT THE AUTHOR

Dr. Jayati Ghoshal, Asst. Professor is teaching communication skills in Chaudhary Brahm Prakash Government Engineering College, New Delhi from 2013. She has been teaching English to B.Ed. & M.A. students from 1994. She has written many articles and books. She has also attended and given presentations in many conferences and seminars in several reputed colleges and institutions in India. She is M.A. (English), Ph.D. (English), M.Phil (Ed.), B.Ed. and M.Ed. She has got 'A' grade from Jamia Millia Islamia in the orientation course. She is very enthusiastic and always ready to develop the listening, speaking, reading and writing skills of the aspiring students in English.

Contents

1. Nature of Communication, 2. Business Communication, 3. Report Writing, 4. Vocabulary, 5. Oral Presentation



Management in Action AN HR Perspective

Sanjeev Bansal | Anu Prashaant | Rushina Singhi | Lakhwinder Kaur Dhillon

ABOUT THE BOOK

"Management in Action – An HR Perspective", is an initiative of Amity Business School, Amity University. It is a repository of HR cases that demonstrate multiple challenges faced by the corporate giants in proving their mettle across the globe. All the cases are written with predefined objectives so as to equip the students with conceptual learning and real life experience. These cases would also help the researchers, budding professionals and academicians to address the critical issues and apply the strategic solutions to the complexities.

This book contains cases of various organizations ranging from startups to well-known MNCs, in order to bridge the gap between HR theories and actual practices. It intends to ignite the minds of academicians, industrialists, scholars etc. It can be a rich resource for classroom learning in the era of fast changing Indian Economy where Make in India, Startup India, Digital India, Skill India etc. are the buzz. Hence, it is the HR professionals who will make the wheels of industry turn. Just witnessing the dynamics of this great economic change in India without contributing to it as an academician would be injustice to academia, industry and scholars. Theoretical concepts melded with case problems can form the foundation of the management education, hence forming a strong foundation for budding management professionals.

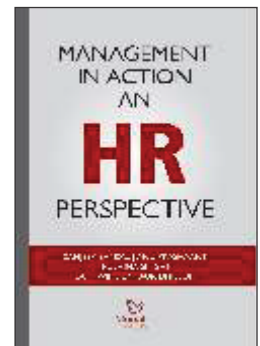
ABOUT THE AUTHORS

Prof. (Dr.) Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University, Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. Amity Business School (ABS) also has recently been conferred with prestigious "Palmer Award" by Wharton.

Dr. Anu Prashaant (Asst. Prof) has 15 years of experience in academics. Her areas of Interest are Economics and Business Research. She has authored and presented various research papers in national and international conferences.

Dr. Rushina Singhi is Ph.D. in Statistics. She has 12 years of experience in teaching and corporate training. Her areas of Interest are Business Analytics and Operations Research. She has authored and presented various research papers in national and international conferences.

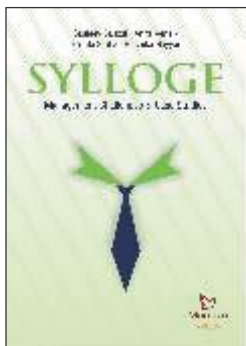
Lakhwinder Kaur Dhillon has more than thirteen years of academic experience. Presently, she is working as Asst. Professor in Amity Business School, Noida.



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CONTENTS

1. Corporate Social Responsibility: Compliance, **2.** Predict and Prevent Attrition – A Case of Telecom Industry, **3.** Importance of Training in a Manufacturing Organization **4.** Revitalizing Audit – The HR Way, **5.** Significance of Induction in Retaining Talent, **6.** Analysing Employee Exist and Understanding Present-day Challenges of Retention, **7.** The Impact of Training and Development on Employee Performance: A Case Study of ABC Brands, **8.** Curious Case of Career Development Program in Contemporary Organization, **9.** Employee Benefits and Insurance Schemes in HTPC, **10.** Recruitment and Selection Process-A Case Study on Rico Auto Industries Ltd, **11.** Training Reforms at the XYZ Bank Ltd., **12.** Job Description: A Document of Significant Importance, **13.** Training and Development of Employees in Smiil (A Case of Enhancement and Enrichment), **14.** HR Practice Challenges can Boostup the Startups, **15.** Recruitment and Selection Process at Bharti AXA Life Insurance Company Ltd., **16.** ON – Boarding Process, **17.** Employee Engagement : A Tata Teleservice Case Study, **18.** Issues and Implementation of HRMIS in Sanmarg Projects Pvt. Ltd., **19.** Study on Attrition Rate in IT Industry with Special Reference to XYZ, **20.** A Case Study on ABC Pvt. Ltd., **21.** Developing Career Planning Framework for Better Tomorrow – A Case of Tata Steel, **22.** Training and Development at NTPC, **23.** A Study on Employee Satisfaction Towards the Management's Decision regarding their Transfers, **24.** Connecting the Unconnected, **25.** Price War in the Export Market of Deevya Shakti Paper Mill Pvt. Ltd.



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Sylloge Management Challenges & Case Studies

Sanjeev Bansal | Anita Venaik | Smrita Sinha | Ruchika Nayyar

ABOUT THE BOOK

'Sylloge' is a compendium of management cases that demonstrates the multiple challenges that the Indian corporate giants are combating at the global level. Every case study is written with a specific pedagogical objective in order to enable the students to have both a high level of pronounced learning along with practical exposure. It is a body of knowledge devoted to creating tools and promoting actions taken by the corporate giants to solve strategic issues. These cases, which were presented in 'Conduit'- an International case Study Competition, organized by Amity Business School, would definitely help the managers, researchers, industrialists and academicians. It will help the corporate cosmos and the budding professionals to comprehend the critical issues and ultimately apply the strategic solutions in inter-related tasks and complexities. It focuses on four key areas of Strategic Planning – Technology, Management, Marketing and Operations.

ABOUT THE AUTHORS

Dr. Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. ABS has also been conferred with prestigious "Palmer Award" by Wharton. In an acclaimed career span of about 28 years in teaching, research and consultancy, he has been invited to several prestigious academic / professional bodies.

He is an avid researcher having more than 150 research papers in prestigious journals. He has authored 22 books and has guided several research scholars to produce works of immense educational impact.

Dr. Anita Venaik is a Professor and the Head of General Management Department at Amity Business School. She is also the editor of 'Amity Journal of Energy & Environment Studies,' a bi-annual journal.

During her 20 years of working in the corporate and education sector, she has worked with giants such as Coke, Bharti Telecom, and PCL. She has even taught at 5 commonwealth Universities across the globe. She shares her expertise through her published work - 9 IT books, and 2 books on management case studies.

Dr. Smrita Sinha is an Associate Professor & Head of Business Communication Department, Amity Business School, with 18 years of experience. She is the Editor of AMITY BUSINESS REVIEW – a biannual blind peer reviewed, refereed research based International Journal and has been instrumental in getting it listed with world databases like Advanced Science Index, Germany, Indian Citation Index, UGC etc. She has authored a book on Case Studies and has published case studies in ECCH (European Case Clearance House) and many research papers and articles in National and International Journals of repute. She presented her research paper at Szent Istvan University, Hungary, Indian Institute of Management, Ahmedabad; Indian Institute of Management, Indore etc. She has been the e-content writer for post graduate project the prestigious National Project known as 'e-PG Pathshala under the UGC, NMEICT initiative of MHRD, Govt of India.

Dr. Ruchika Nayyar, Assistant Professor, Amity Business School. She holds her Master Degree in Management from Banasthali Vidyapith, Rajasthan and pursuing her Ph.D in the area of Green Marketing. She teaches Marketing Management, Consumer Behaviour, Advertising & Sales Promotion. She has published several research papers in national and international journals. Her research interest include Green Marketing, Consumer Behavior, Consumer Psychology and Advertising.

CONTENTS

Preface, Introduction, **1.** Striving to Give an ooh la la Experience to Commuters, **2.** The Dynamics of Industrial Processes: A Case Study on Adani Wilmar's Fortune Rice, **3.** Women in IT Sector and Work-Life Balance, **4.** Retailing Steel Robustly: SAIL Ensuring Success by Managing Dealers, **5.** A Case on Luxury Car Company: The Blue Ocean Strategy, **6.** Campus Next – Enabling a Shift to Next Generation Education Management, **7.** Effects of Anthropometric Factors on Conduction Velocity of Sural Sensory Nerve of Healthy Individuals, **8.** Wacom India : Journey of Opportunity & Growth, **9.** Head Hunting – Ethical or Not? **10.** Recovery Process in SBI vis-a-vis Other Banks, **11.** Fashion That Evolves – A Case Study on YEPME.COM, **12.** Impact of Transit Metro Station on Property Prices A Case Study on Jaipur Metro Rail Corporation & Sindhi Camp Metro Station, Jaipur, **13.** A Case Study on Can Attractive Store Design Affect Consumer Behaviour?, **14.** Challenges in Advertising & Sales Promotion at Citrus Lighting Products: A Case Study, **15.** Promotion on Social Media: A Case Study, **16.** Parker Distribution Complications: A Case Study, **17.** Success Demystified - A Case Study of Tribal Fusion, **18.** Cross Country Comparison of FDI Regulation and FDI Inclusion, *Concept Notes*



Effectiveness of Management Accounting A Strategic Management Process

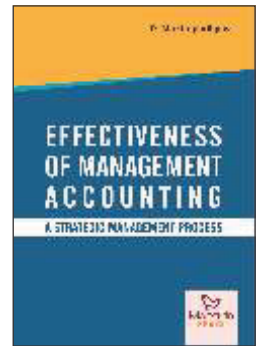
D. Mukhopadhyay

ABOUT THE BOOK

The book entitled "Effectiveness of Management Accounting: A Strategic Management Process" is the outcome of significant research for a long period of time as a CMA. It tries to find out the answers to intricate issues concerning strategic management aspects of a company remaining engaged in resource allocation and performance management problems with the help of the cost and management Accountants (CMAs). The theories of Management Accountancy have been tested and results obtained therein have been incorporated in this book in user's friendly manner. Presentation of contemporary and time honoured relevance of Management Accounting have been made in this book. The book may be considered to be a handy tool for the CMAs in particular and other professionals in general. Besides, University Professors, researchers and people dealing with day-to-day management accounting may refer this book as a guide.

ABOUT THE AUTHOR

D. Mukhopadhyay is blessed with B. Com. (Honours) from St. Xavier's College, University of Calcutta; M.Com, University of College of Business Studies, University of Calcutta; M.A. (Economics) & MFM (Master of Financial Management) Annamalai University; MBA-Pondicherry University (A Central University); LL.B., University of Calcutta; FCMA (Fellow Cost & Management Accountant) the Institute of Cost Accountants of India (ICAI-CMA), FCS (Fellow Company Secretary) the Institute of Company Secretaries of India (ICSI); Dip MAC the Institute of Cost Accountants of India (ICAI-CMA); Ph.D. (Finance) & D. Litt. (Finance + HRM) Hemwati Nandan Bahuguna Garhwal University (A Central University) and three decades' senior level experience in corporate and academics. So far Dr. Dinabandhu Mukhopadhyay has authored four books in the field of Financial & Management Accountancy and Management. He served Civil Aviation, Steel, Heavy Engineering and Power Sectors. Currently, Dr. Mukhopadhyay is Professor and Dean-Faculty of Management, Shri Mata Vaishno Devi University (SMVDU), Katra (Jammu & Kashmir) India.



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CONTENTS

1. Introduction, 2. Literature Review, 3. Evolutionary Development of Management Accounting, 4. Research Methodology, 5. Data Analysis, Discussion and Interpretation, 6. Findings and Conclusion, 7. Limitation and Future Direction of Research

Consumer Affairs and Customer Care

Dr. Anamika Kadam | Nitish Bagdi

ABOUT THE BOOK

ABOUT THE AUTHORS

Dr. Anamika Kadam is an Assistant Professor at ARSD College, University of Delhi and have 13 years of teaching experience with undergraduate and post graduate courses like B.Com (H), B.Com and M.Com respectively. She pursued her graduation and post graduation from St. John's College, Agra and was awarded Ph.D in marketing from Dr. B.R Ambedkar University, Agra. She has published research papers in reputed journals. Her area of interest include Principles of marketing and Business Management.

Mr. Nitish Bagdi is presently pursuing Ph.D in marketing from Department of Commerce, Delhi School of Economics, University of Delhi. He Pursued his B.Com(H) and M.Com from Shri Ram College of Commerce, University of Delhi. He has 3 years of teaching experience at university of Delhi. He has written a book on "Business Organization and management" and written several research papers in international and national journals and has presented papers in international conferences. His areas of interest include marketing, finance and Business Management.



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FORTHCOMING

MANAGEMENT



Research Methodology

Sandeep Kumar

ABOUT THE BOOK

Research methodology is a comprehensive book that presents the basic concepts as well as broad and up to date functions and techniques of research. It provides a step wise understanding of research process with proper blend of theory & numerical. The fundamental concepts of statistics and real case studies are also included in this book. SPSS instructions are provided for data analysis.

ABOUT THE AUTHORS

Dr. Sandeep Kumar at present is Professor in Deptt. of Management at Tecnia Institute of Advanced Studies, Delhi (Affiliated to GGS IP University, Delhi). He has 22 years of teaching and industrial experience at various levels. He has authored a number of papers published in different National and International Journals and also presented at various Conferences. He has authored 12 books in management and allied subject. He is reviewer of International Journal 'Emerald Journal of Emerging Market (UK)', Financial Markets, Institutions and Risks (Ukraine), International Journal of Electronic Communications Engineering Advanced Research (IJECEAR) and Journal of Management and Training for Industries(Japan). He is also associated with I.C.W.A.I., I.I.C.S.I., I.C.A.I., A.I.M.A., GGS IP University, Mewar University (Chittorgarh) and ICFAI University. His area of interest is Marketing Management, Operation Research, Business Statistics, Information technology, Human Resource Management and Research Methodology.

Sweta Bakshi at present is Research Scholar at Ranchi University, Ranchi. She has more than 12 years of teaching and industrial experience at various levels. She has authored 6 books in management and allied subjects. He has authored a number of papers published in different National & International Journals and also presented at various conferences. She is associated with I.C.W.A.I., I.I.C.S.I. and A.I.M.A., Her area of interest is Human Resource Management, Marketing Management, Strategic Management, Research Methodology, Operations Research and Business Statistics.

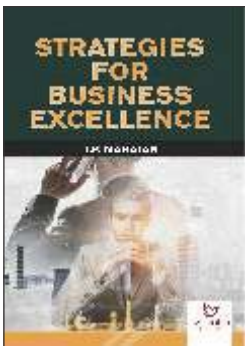
CONTENTS

1. Research Methodology - Introduction, 2. Defining & Formulation of Research problem, 3. Research Design, 4. Sampling Fundamentals, 5. Sampling Design, 6. Measurement and Scaling techniques, 7. Methods of Data Collection, 8. Primary Data, 9. Secondary Data, 10. Data Processing, 11. Data Analysis, 12. Testing of Hypothesis - Parametric Test, 13. Testing of Hypothesis - Non parametric Tests, 14. Chi Square tests, 15. Analysis of Variance, 16. Multivariate Analysis, 17. Data Interpretation & Report writing, 18. Computers & Research, 19. Statistical Packages – SPSS, Excel, *Bibliography*

Management | Business | Business Leadership

FORTHCOMING

MANAGEMENT



Strategies for Business Excellence

J.P. Mahajan

ABOUT THE BOOK

This National Conference aims at discussing the need and ever-increasing parameters of business excellence. It will be the result of exchange of views from participants throughout the Indian sub-continent. The respective viewpoints and perspectives of about four hundred participants will be amalgamated in order to suggest mechanisms to accelerate the pace of business excellence in the face of present-day fierce competitive environment.

ABOUT THE AUTHORS

J.P. Mahajan will be the Chief Editor of the book. He is currently working as Prof. & Head, School of Management, Delhi Technical Campus (DTC). Before joining DTC, he was working as Associate Professor of Commerce at Kirori Mal College, University of Delhi. During his teaching career spanning more than 44 years, he has authored more than one-and-a-half dozen books on General Management, Marketing, Human Resource Management and Business Entrepreneurship.

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Ravi Kant Swami will be the Associate Editor of the book. He is currently working as Professor, School of Management, Delhi Technical Campus (DTC). He did his schooling from Saint Anthony's, Jodhpur, Graduation (Economics, Political Science & Philosophy) (1993) and MBA (Finance) (1995) from Jai Narayan Vyas University, Jodhpur. His doctoral thesis titled "Foreign Direct Investment Flows into Indian Economy-A critical evaluation of the liberalization period" was awarded by the University of Rajasthan, Jaipur in 2010. He has attended short-term courses at MDI, Gurgaon, ABVITM Gwalior, IIM Kozhikode, IIM Calcutta, IIFT & IIM Bangalore. During his professional career spanning more than 21 years, he has taught at Banasthali Vidyapeeth, Om Kothari Institute of Management (Kota), Maharishi Arvind Institute of Science and Management (Jaipur), Hindu Institute of Management (Sonapat) and Arni University. He served as Professor and Dean at Arni School of Business Management (2010-2017) and also Registrar of Arni University (2014-2017). Dr. Swami has guided two doctoral theses, Eight M.Phil. Dissertations & forty MBA dissertations. He has attended several conferences and also has several national and international publications to his credit -- International Journals: 7; National Journals: 6; International Conferences: 5; National Conferences: 5; Book: 1 (Lambert, Germany).



Personality Development and Soft Skills

Dr. Jayati Ghoshal

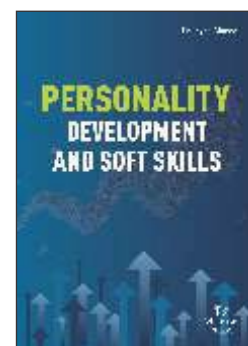
ABOUT THE BOOK

This book is aimed to develop the Communication abilities of the students and develop their Personality and Soft Skills. This is a general book and depicts Personality as the most important aspect of a human being which indicates his/her nature, behaviour, character, habits, relationship in public as well as personal life. It is the personality which determines apparent suitability, acceptability and accountability of a person in his or her career as well as secure period. Keeping in mind the increasing prominence of modern, learning mechanisms, three new chapters on e-learning, language laboratory and communication skills are added in this book to make it very interesting.

Further, this book is written very simple language and suits the interest of common man, student and any professionals. It is full of attractive images, tables and diagrams. Any one who wants to enhance the Personality, Soft Skills and Communication Skills will surely benefit from this book and will be able to get success in their career.

ABOUT THE AUTHOR

Dr. Jayati Ghoshal, Asst. Professor is teaching communication skills in Chaudhary Brahm Prakash Government Engineering College, New Delhi from 2013. She has been teaching English to B.Ed. & M.A. students from 1994. She has written many articles and books. She has also attended and given presentations in many conferences and seminars in several reputed colleges and institutions in India. She is M.A. (English), Ph.D. (English), M.Phil (Ed.), B.Ed. and M.Ed. She has got 'A' grade from Jamia Millia Islamia in the orientation course. She is very enthusiastic and always ready to develop the listening, speaking, reading and writing skills of the aspiring students in English.



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Pub. Date: December 2018

India Towards 100% Financial Inclusion

A. Rajmani Singh

ABOUT THE BOOK

Inclusion of Finance or Financial Inclusion is one of the basic requirements for inclusive growth and development of the country. The present government is trying its best for inclusion of every citizen of the country by adopting various schemes and strategies. Pradhan Mantri Jan Dhan Yojana (PMJDY) is one of the significant steps taken by the government. However, despite of all these efforts, the target 100 per cent level of financial inclusion throughout the country is far behind the expectation particularly the sister states of Northeast India and other states and union territories in general.

The present book is an attempt to provide a comprehensive area of financial inclusion compiling 27 different research papers contributed by eminent scholars, academicians and researchers. All research papers inside this book, discussed on various issues of financial inclusion ranging from historical background to evolution to concept to methods and techniques adopting for inclusion of more of financially excluded people of the country. Further, it is also highlight the status and position of financial inclusion in all the states and union territories of the country and finally the ways and means to achieve the 100 per cent financial inclusion of India.

ABOUT THE AUTHORS

A. Rajmani Singh M.Com (Gold medalist) and Ph.D. from Manipur University, is currently working as Professor of Finance and Accounting in the Department of Commerce, Manipur University, Imphal. He has published eleven books and 71 research papers in national and international repute. His eleven books include Handlooms of Manipur; Commerce Education in North East India; Financial Inclusions for Inclusive Growth; Youth, Peace and Development, Tourism Industry in India, Tourism Industry in North East India, Microfinance for Poverty Alleviation, Microfinance: Boon or Bane are worth mentioning. In the last three decades, he has been attending and participating 53 national and 21 international seminars and conferences as paper presenter inside and outside the country and also actively participating as chairperson and discussant in the technical sessions. His area of interest is Finance (Microfinance, personal finance, Financial Management and Security Analysis and Portfolio Management), Management Accounting, Management and Marketing. Singh was the founder President of the Association of Commerce Alumni (ACA) Department of Commerce, Manipur University and also the founder president of Manipur University Alumni Association (MUAA). Currently he has been associating with Indian Association of Life Skills Education, (IALSE) as Jt. Secretary and Vice President, North East India Commerce and Management Association (NEICMA). Further, he has also been consultant to several Microfinance Institutions, Non-Government Organizations and SHGs, JLGs of the state in particular and region in general.



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Employee Perspective Making & Breaking of Organisations

Dr. Abhishek Sharma

ABOUT THE BOOK

There is an increasing realization that talent is an important competitive advantage and most important asset into knowledge based economies. It is the employee's perspective towards the workplace, organization and job which determine his behavior and performance and finally influences the organization's mission, goal and achievement. In essence, how people behave and perform at work often depends on how it feels about being there.

The first section of the book describes job attitudes and its importance in today's context with detailed description and broader coverage of concepts and their inter relations. This book presents a comprehensive account of major job attitudes. Special emphasis is given on the significance of each job attitude in its influence on the individual outcomes and behavior in organizations.

The second section of the book presents the detailed report of a research conducted on vital but relatively less explored healthcare sector employees. This section of the book presents the status, achievements and unique challenges for health care in India, particularly for government health sector. Results of the study and findings are presented in the specific context of employees working in high performance pressure organization. Findings also stress on difference between the HR practices in other sectors and health care sector.

This book is an integrated, comprehensive and all-inclusive collection of review, research, field study, explanation and implications of issues related to inter relations between organizational factors and various positive and negative job attitudes, in general as well as specific to health care sector. It will be a rich source of information and valuable for guiding future research. Professionals and practitioners will be able to get insights, inferred practices and implication based on through review and specific research.

ABOUT THE AUTHOR

Dr. Abhishek Sharma, UGC-NET, Ph.D (Psychology, Banaras Hindu University, India), specializes in organizational behavior. He has worked extensively in the area of organizational climate, job attitudes, individual outcomes and well-being. His research interests are Job attitudes and Human factors in performance and sustainability of organizations.

Dr. Sharma has more than seven years of teaching experience. He has served and taught in prestigious organizations like Banasthali University and Indian Institute of Management Raipur, Currently he is serving as Assistant Professor in Faculty of Management and Behavioral sciences, Sardar Patel University of Police, Security and Criminal Justice Jodhpur, India.

He has published research papers in national and international journals, including journals published by ISTD, IIMS, ECRTD, Sage, Springer etc. and also written chapter in books published by national and international publishers, including Bloomsbury Publication., McMillan Publication, and Emerald Publishing etc. Dr. Sharma has received awards and honours in his account, including Government of India Merit Fellowship, Best paper awards, Award of Excellence in Article Writing, Microteaching, Seminar presentation etc.

Dr. Sharma is engaged in training and consultancy also and organized various behavioural and soft skills training programs and expert sessions for NABARD, MSME, Leap Green Energy Pvt Ltd., DRDO, NEPA, IIT Jodhpur, AIIMS Jodhpur, Rajasthan Police Academy, and North Eastern Police Academy etc.



Business Environment

Ishwar C. Dhingra



ABOUT THE BOOK

'Business Environment' is designed as a textbook to meet the requirements of under-graduate and post-graduate students of Indian universities following the New syllabus requirements and guidelines prescribed by UGC. The book would also prove highly useful for students at all Business Schools and Management Institutions, as also for students in engineering colleges. The book begins with the adage that 'business is like swimming'. Before a trained professional swimmer enters a water body, his training persuades him to take a holistic look at the body: depth of water at different parts, volatility of water, speed of water, availability of safety equipment and other paraphernalia. Besides, he has to make sure there are no sharks embedded deep in the water body. After a rigorous examination he enters the water. Still he takes care of the fact that he still is not immune to many unknown hazards and uncertainties.

Business too. It is full of hazards, risks and uncertainties. A whole body of socio-Cultural, political, legal, demographic and natural factors as also state of different economic variables and government policies influence its decisions. All these constitute the 'Environment'. We explore these different dimensions of environment as they obtain in India.

ABOUT THE AUTHOR

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

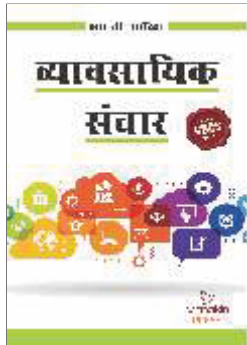


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CONTENTS

1. Business Environment, 2. Social Environment, 3. Political Environment, 4. Legal Environment, 5. Resource Environment, 6. Science and Technology Environment, 7. Cultural Environment, 8. Overview of Indian Economy, 9. The Growth Story, 10. Economic Survey 2017-18 and Union Budget 2018-19, 11. Regulatory Environment in India, 12. Industrial Environment, 13. The Financial Environment, 14. Fiscal Environment in India, 15. Monetary Environment, 16. Balance of Payments, 17. India's Foreign Trade Policy, 18. India's Policy Towards Foreign Capital, 19. Foreign Exchange Management, 20. Globalisation and International Business, 21. Business Landscape of India, Appendix, Index





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व्यावसायिक संचार

आर.सी. भाटिया



पुस्तक के बारे में

प्रस्तुत पुस्तक अनुदान आयोग विश्वविद्यालय की बी.कॉम (प्रोग्राम), सिमेस्टर IV-BC 4.1, एवं बी.कॉम. (ऑनर्स) सिमेस्टर II-BCH 2.1, के विद्यार्थियों के लिए विशेष रूप से Choice Based Credit System (CBCS), के पाठ्यक्रम को ध्यान में रखकर लिखी गई है। पुस्तक सरल व सुबोध भाषा में लिखी गई है। विषय को रुचिकर बनाने के लिए अध्याय के अन्त में व्यावहारिक प्रश्न एवं उनके उत्तर, विद्यार्थी गतिविधियाँ भी दी गई हैं।

लेखक के बारे में

डॉ. आर. सी. भाटिया, एम. ए. (अर्थशास्त्र), एम. कॉम., पी.एच.डी., वाणिज्य विभाग, श्याम लाल महाविद्यालय (सांध्य), दिल्ली विश्वविद्यालय, दिल्ली में व्यावसायिक संचार विषय में अध्यापन कर रहे थे। साथ ही ये प्रशिक्षण एवं तकनीकी शिक्षा निदेशालयों, इंस्टिट्यूट ऑफ कम्पनी सेक्रेटरी ऑफ इंडिया (ICSI), इंदिरा गाँधी नेशनल ओपन विश्वविद्यालय (IGNOU), सेन्ट्रल बोर्ड ऑफ सेकेंडरी एजुकेशन (CBSE), ऑल इंडिया मैनेजमेंट एसोसियेशन (AIMA), से भी संलग्न हैं। इसके अतिरिक्त बहुत सी केन्द्र एवं राज्य सरकारों की वोकेशनल परीक्षा एवं पाठ्यक्रम कमेटियों के दक्ष एवं सदस्य (Expert and Member) भी हैं। लेखक द्वारा 30 पुस्तकें अंग्रेजी एवं हिन्दी में एवं कुछ रचनाएं दैनिक पत्रों एवं यू.जी.सी. जर्नलस में प्रकाशित हो चुकी हैं।

लेखक द्वारा लिखित पुस्तकें विद्यार्थियों में बहुत लोकप्रिय हैं।

प्राक्कथन

1. सम्प्रेषण की प्रक्रिया, प्रवृत्ति, महत्व तथा भूमिका का अर्थ, 2. सम्प्रेषण के प्रकार: मौखिक और गैर-मौखिक, 3. गैर-शाब्दिक संचार, 4. सम्प्रेषण के संचरण/प्रकार, 5. संचार के अवरोधक और प्रवेशद्वार, 6. प्रभावशाली लिखित संचार के सिद्धांत, 7. व्यापार संबंधी पत्र व्यवहार का अर्थ, परिभाषा और महत्व, 8. व्यापार पत्र के अंग एवं उनके प्रारूप, 9. खरीद लेनदेन में लिखे गए पत्र, 10. पूछताछ पत्र, 11. कोटेशन पत्र, 12. आदेश पत्र, 13. आदेश स्वीकृति का पत्र (आदेश स्वीकारना और अस्वीकृत करना), 14. फॉलो अप पत्र और ऑर्डर पत्र का निरस्तीकरण, 15. शिकायत, दावे और समायोजन पत्र, 16. संकलन पत्र, 17. परिपत्रक, 18. बिक्री पत्र (बिक्री संवर्धन पत्र या व्यापार परिपत्रक), 19. उपभोक्ताओं द्वारा बैंक को लिखे गए पत्र, 20. साख, वित्तीय या स्थिति पूछताछ, 21. व्यावसायिक भाषा और उसका प्रयोग, 22. अनेक शब्दों के लिए एक शब्द, 23. मुहावरे और लोकोक्तियाँ, 24. आधुनिक तकनीक, 25. संबंध सूचक अव्यय/पूर्वसर्ग से जुड़े शब्द, 26. विविध आधिकारिक बैठकों की अधिसूचना, एजेंडा और मिनट, 27. सीवी और आवेदन पत्र लिखना, 28. ज्ञापन और इंटरऑफिस ज्ञापन, 29. रिपोर्ट लेखन, 30. ग्रीष्म परियोजना रिपोर्ट, 31. उल्लेखों के उदाहरण, 32. मौखिक प्रस्तुति



BY THE SAME AUTHOR

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

ECONOMICS**RECENT**

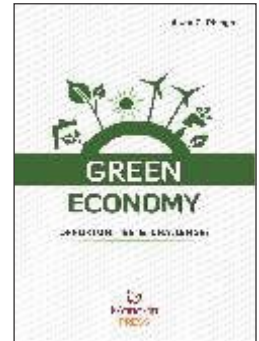
Green Economy Opportunities & Challenges

Ishwar C. Dhingra

ABOUT THE BOOK

Mother Earth is under stress. This is not because of any natural phenomenon but something which is our own creation. Earth has suffered a great irreversible damage, in the first half of the 20th century, primarily due to two major world wars fought amongst the so called major powers that were out to subjugate not only the weaker but also resourceful countries to further their own interests. In the second half of the last century and subsequently in the decades that have followed nations are caught in a devilish race to exploit the resources that nature has provided to mankind, with no artificial divisions and restrictions. Nature is bountiful. It has sufficient to meet the ever-increasing needs of mankind. But it cannot meet its greed. Man has and continues to indulge in reckless exploitation of natural resources. This has resulted in immeasurable environmental damage and costs. Situation demands a concrete re-approach to reverse these damages else it will be too late and whole of earth will merge into great deserts of Thar or Sahara or Gobi.

This book is a conscious effort on the topic as root cause of all the problems are the human economic activities and it is by turning these into nature friendly or green as we call them, we can continue to live without any damage to our surroundings. The book has a global approach with an eye on our domestic issues as well.



ISBN: 9789-38622-1766
448 pg. | 2018 | HB | ₹ 1295

CONTENTS

1. Green Economics: An Introduction, **2.** Global Environmental Issues, **3.** Global Response to Green Economy Initiatives, **4.** Green Economy Strategies, **5.** Guidelines to Green Agriculture, **6.** Guidelines to Green Fisheries, **7.** Guidelines for Green Water Sector, **8.** Guidelines for Green Forest, **9.** Guidelines for Green Renewable Energy, **10.** Guidelines for Green Manufacturing, **11.** Guidelines for Green Waste Management, **12.** Guidelines for Greening Building, **13.** Guidelines for Green Transport, **14.** Guidelines for Green Tourism, **15.** Guidelines for Green Cities, **16.** Success Stories in Green Economy, **17.** International Initiatives for Green Economy, **18.** Profile of Natural Resources and Issues thereof in India, **19.** Green Economy Issues in India

ECONOMICS**RECENT**

Back to Roots Renewed Policy Focus on Indian Rural Economy

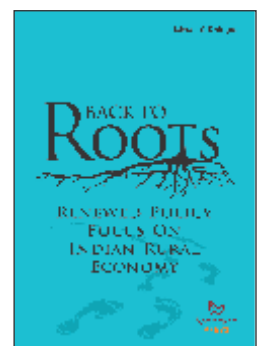
Ishwar C. Dhingra

ABOUT THE BOOK

The current Black Swan event conceived and implemented by the Union Government has left bare open dark side in one and all sectors of the economy. Called Demonetisation (follow on Remonetisation) it is no more seen as a way to demolish parallel economy alone, it has emerged out as a tool of transformation of the economy. Layer by layer new inroads have been seen and probed into. Most of the time weaknesses holding back the progress have been identified. That is just one big gain of Demonetisation, even when there is plenty more.

Immediately after the process got set to go in operation a major cause of worry was the realisation that the status of rural sector in the overall strategy was underestimated by the programmers and that could become the major obstacle, as was the Hanuman's tail in one of the episodes in Mahabharata. No wonder, the rural sector became the top priority sector for redemption and improvement. Just as in early 1950s it was stressed by the planners that everything can wait but not agriculture. In 2016 it was made clear that it was the rural sector of the Economy that needed serious attention if the transformed Indian economy was to march successfully to the goal of Sustained, Inclusive and Rapid Growth.

However, the structure of rural sector presently is different in colour, composition and texture than what it was in 1950s. Logically, the components of strategy to uplift the sector have to be different. Literature on the subject abounds with research studies and scholarly write ups by professionals and rich academicians. We hope to integrate these studies and make a scheme for rural uplift in India.



ISBN: 9789-38667-7204
448 pg. | 2018 | HB | ₹ 1595

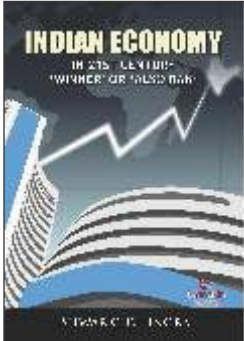


BY THE SAME AUTHOR

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

RECENT

ECONOMICS



ISBN: 9789-38622-1629
954 pg. | 2018 | HB | ₹ 1895

Indian Economy in 21st Century 'Winner' or 'Also Ran'

Ishwar C. Dhingra

ABOUT THE BOOK

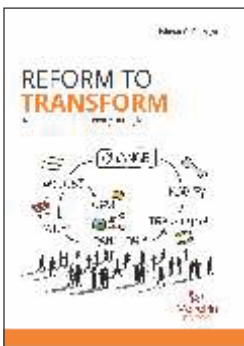
Indian economy is on the move. Beginning in early 1990s the economy moved swiftly riding piggy back on the new growth paradigm of globalisation and liberalisation. Globally, free markets were fast engulfing the economy and were creating a new world order in which every individual country was supposed to be a "winner". The simple philosophy of growth was: create, generate and nurture production enterprises and aid them to acquire global competitiveness. Let the old, tired, exhausted, inefficient, low productive units be weeded out by market forces. Let the efficient world economy provide new work station for those who have fire in tummy. India was the forerunner among emerging economies that got pegged to this philosophy and enjoyed the fruits of "Consumption led growth" after bearing initial hiccups, India emerged as the front runner and reached the high growth trajectory. For the first time in history India enjoyed the fruits of the economy that was growing at an annual average rate of 8% and above.

However, as has happened many times in the past the global economy lost its moorings by the close of the first decade of the new century. But, wonder of wonders India could survive the global mayhem and held steadfast to its position. This was made possible, largely, by the institutional - structural transformation that India has undergone in more recent times. Will India keep its march and emerge as the "driver" of the global economy, or would the engine fritter away its steam and get added to the long list of "also ran". This theme has been exhaustively dissected in this book.

Sociology | Public Economics | Political Science | Public Administration | Defense Studies | International Relations

RECENT

ECONOMICS



ISBN: 9789-38622-1148
640 pg. | 2017 | HB | ₹ 1895

Reform to Transform Dynamics of Indian Economy During Modi-Era

Ishwar C. Dhingra

ABOUT THE BOOK

'Change' is the law of life, be it an individual or a nation. As a matter of fact 'change' is the only fixed factor universally that keeps on changing. Change calls for a change, it calls for human intervention, and if human intervention fails to read the pulse or see the direction in which wind is blowing the law of nature sets into work. After working with 'state - controlled' model of economic growth for a period of four decades ending late nineteen eighties, we made a switch over to market - oriented framework. It worked well for about a decade and a half, before fatigue set in.

Crony capitalism bared opened its fangs. Survival of nation - state was at stake. In this gloom and distress the General Elections of 2014 brought to fore the need for a total transformation of the social - economic institutional and administrative structure. The new government lost no time in responding to the need of the hour.

Three years down the line we make an inventory of what progress we have made towards reaching the stated goals, where we have lagged behind and most important what is the plan of action. "We can and we will." is the message coming out of the corridors of power.

CONTENTS

1. From Change to Transformation, **2.** Administration and Governance (Democracy Revisited), **3.** Indian Economy in Global Perspective 2015–16, **4.** Emerging Market and Developing Economies: Recent Developments and Outlook, **5.** Global Policy Challenges, **6.** Indian Economy in Transition, **7.** Indian Economy During Modi-Era (2014–17), **8.** Policy Initiatives During the Modi-Era, **9.** New Monetary Policy Framework: Rapid, Inclusive Growth, **10.** Fiscal Instruments for Transformation: Cooperative Federalism, **11.** India's External Sector: Gearing Up for Rapid Growth, **12.** New Growth Initiatives: 2014 Onwards, **13.** Review of New Socio-Economic Development Programmes: Steps Towards Transformation, **14.** Policy Initiatives Towards Transformation, **15.** Initiatives in Infrastructure: Moving Towards Transformation, **16.** Observations and Conclusions, Index



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ECONOMICS**RECENT**

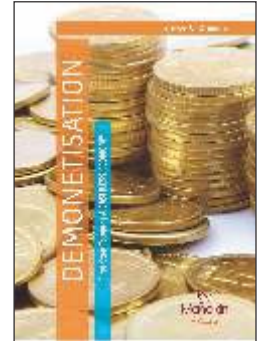
Demonetisation First Step Towards & Cashless Economy

Ishwar C. Dhingra

ABOUT THE BOOK

Invention first of 'Zero' and subsequently of 'Wheel' were a 'game changer', as was the advent of Industrial Revolution. In the same distinguished class we can put an event in India that has overshadowed all other pains and pleasures of daily life of not only 132 crore Indians but has also caught eyes and ears of billions of mankind inhabiting this earth. Thousands and lakhs of self-proclaimed all-known economists and sociologists and experts in public affairs and governance have come out in open delivering long sermons and make all types of prescriptions, sensible or otherwise. 'I said so' is a common refrain. This has become a national discourse, a type of national fair and festival in which all inhabitants of this great nation are demonstrating 'unity in diversity' by active participation.

This thriller goes by the name of 'Demonetisation'. Demonetization is a powerful instrument of state policy that works like a divine 'Brahmastra' and is to be used with utmost care and caution. And it is equally important that public discourse on the subject is not distorted. We, in this small monograph, have made a modest attempt to make an objective assessment of this policy instrument



ISBN: 9789-38622-1582
270 pg. | 2017 | HB | ₹ 895

CONTENTS

1. Demonetisation: Concept, **2.** JAM Trinity: Jan Dhan Yojana, Aadhar, Mobile Banking, **3.** Demonetisation and Corruption: A Global Perspective, **4.** Black Income, Money and Wealth: Parallel Underground Economy, **5.** Demonetisation, Terrorism and Other Criminal Activities, **6.** Counterfeit Currency: Lessons from International Experience, **7.** Cashless Society: International Perspective, **8.** Towards a Transformed Economy, *Index*

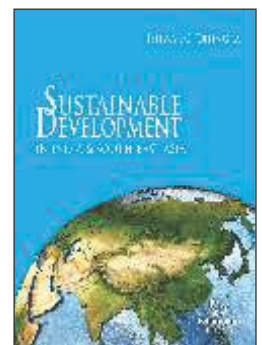
ECONOMICS**RECENT**

Sustainable Development In India and South-East Asia

Ishwar C. Dhingra

ABOUT THE BOOK

Of late the Asian Continent has been the focus of global attention, both among the academicians and the international investors. So-called Growth Miracle of 1970s took place in Asia as did the Second Industrial Revolution (China). The baton has passed on to India which presently is clocking high rates of growth while most of the global economies are finding it difficult to get out of crisis which has engulfed them all. A unique feature of India's growth has been that it is working as a catalyst for all it is neighbors, especially in South-East Asia. These countries complement India. India's relations with these countries are a unique example of win-win situation for all. The book explores these relations in depth.



ISBN: 9789-38437-0473
510 pg. | 2017 | HB | ₹ 1295

CONTENTS

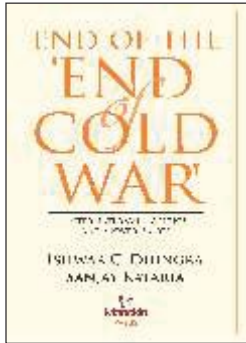
1. India and South East Asia, **2.** Economic Development: Concept and Measurement, **3.** Basic Profile of States in South-East Asia, **4.** Growth Strategy of South-East Asia, **5.** Inclusive Growth and Human Rights in South-East Asia, **6.** Resource Base and Growth Profile of India, **7.** Sustainable Development, **8.** Growth Experience of India and South-East Asia: A Temporal Comparison, **9.** Lessons in Development and Medium-Term Prospects for the Region, *Appendices, Index*.



BY THE SAME AUTHORS

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

Sanjay Kataria graduated with first class Honours degree in Economics from University of Delhi. He went on to attain Masters in Public Administration and Masters in Sociology (South Asia University, New Delhi). A prolific writer he has command over both prose and poetry. Presently, he is managing his family business with an urge to adopt state of art technology and management practices.

ECONOMICS

ISBN: 9789-38622-1575
394 pg. | 2017 | HB | ₹ 1595

End of the 'End of Cold War'

International Politics and Governance

Ishwar C. Dhingra | Sanjay Kataria

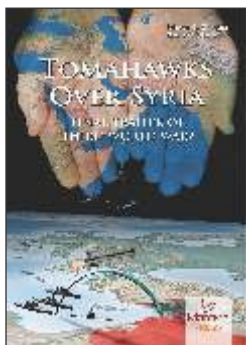
ABOUT THE BOOK

End of the 'End of Cold War'. Is it a public declaration of the breaking out of the Third World War? May be, it is a pessimistic view of what has happened on the social - economic theatre, and the mood of bitterness that refuses to subside. But signals emanating from different quarters are not very encouraging. These are close replica of what was seen in the earlier part of the twentieth century and again in the thirties of the same century. The Post WWII Cold War ended officially in 1991. The theatre of the world was little quite, except for a healthy struggle between nations to provide better living standard to their populace. The thaw ended when it was realised that market - oriented socio-cultural economic policies were only accentuating inequalities both among the nations and also within the nations. The consensus on growth broke down. The world has again given birth to war - hysteria. Will the dark clouds of the Second Cold War get thinner and finally vanish or would they engulf the globe in another bloody war.

The things are a little different this time than they have ever been in past. Presently, nukes are not the exclusive preserve of one or two countries. Nukes are widespread; their stockpiles are under the control of many sovereign nations. The disbursed ownership is both a guarantee of peace as also forewarning of end of life on mother earth. Which way the world swings is not a matter of speculation or of astrology and astronomy. Share your judgement with us after reading the book.

CONTENTS

1. War and Its Philosophy, 2. Britain's Industrial Revolution—Roots of Power Domination, 3. The World War II, 4. Global Response to World War II, 5. Origin Course and Nature of Cold War, 6. End of Cold War 1.0 Period (1991–2008), 7. Failures of International Governance, 8. Cold War 2.0 (2008–Present), 9. The Way Forward, 10. India and International Polity

RECENT**ECONOMICS**

ISBN: 9789-38622-1889
136 pg. | 2018 | HB | ₹ 595

Tomahawks Over Syria

Final Trailer of Third World War?

Ishwar C. Dhingra | Sanjay Kataria

ABOUT THE BOOK

A sequel to our "End of the End of Cold War (Manakin Press, 2017) "Tom-Hawks Over Syria" depicts the height of frustration and desperation the developed world has got meshed in with no signs of quick recovery on the horizon.

We have been keeping an hawk's eye on the fast changing global political, social and economic scenario. Eyeball to eyeball contact among distrusting nations has been frequent, but not as violent as in the latest provocation that made US dispatch 60 of its Tom-hawks over Syria. This act of bravado has potential to graduate into global war. Peace lovers better take a dispassionate view of the highly inflammable situation. Trigger button, it seems, has already been pressed.

CONTENTS

1. Syria: History and Present Structure of the Nation, 2. Civil War in Syria, 3. Impact of the Conflict, 4. India-Syria Relations, 5. Divided Globe Over Syria, 6. Syria Peace Process, 7. Syria Conflict Developing into Third World War?



Microfinance: Boon or Bane

Th Surjit Meitei | A. Rajmani Singh

ABOUT THE BOOK

In the recent past, Microfinance has been considered as one of the important tools for improving socio-economic status of the poor and also an emerging financial service in the state, region and country by the policy makers and decision makers. The poor have the skill to do basic economic activities, but they do not have working capital to start their own business or enterprises. The amount of working capital required by them is rather too small and banks are reluctant to give such a meager amount of loan along with all documents and other necessary formalities.

To bridge up this gap in between bank and poor, potential micro entrepreneurs and bank, microfinance take an integral role for financial assistance to set up their own small enterprises. It provide many facilities like the formal financial institutions and commercial banks do, but it is in the small quantities such as micro-insurance, saving, micro-loan, credit and remittance etc.

The present volume has discussed on the different areas of microfinance services in the state particularly in the selected Imphal East and Imphal West districts of Manipur. The various role, significance and importance of microfinance at international, national and regional level have also been discussed. Further it is also discussed whether microfinance has been serving as boon to the poor or bane to them. Thus, the present volume is a piece of work undertaken by the authors make sure to help as guiding book to the policy makers and decisions makers in the field of microfinance.

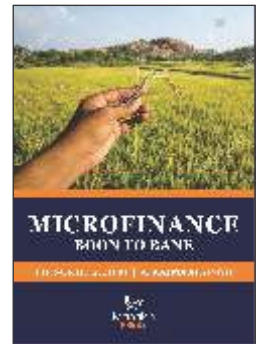
ABOUT THE AUTHORS

Dr. Th. Surjit Meitei, has completed his doctoral research work in the area of microfinance. After his research work he has also joined as Project fellow in a Project sponsored by the University Grants Commission New Delhi. During his research and project period, he has published quite a good number of research papers in the area of microfinance at national level journal and edited volumes. He has also attended many national and international level seminar and conferences in different parts of the country. He had been working in different educational institutions such as, Don Bosco College, Maram; X-tremeWave Education, Imphal; DOEACC Centre, Imphal; and JCRE Skill Solution, Imphal as faculty and guest faculty. Presently, he is working as Guest faculty, Institute of Cooperative Management, Lamphelpat, Imphal.

Dr. A. Rajmani Singh is currently working as Professor of Finance, Department of Commerce, Manipur University. He has published nine books and 53 research papers in national and international journal. He has also attended more than 50 national and international seminar/ conference inside and outside the country. His area of interest is finance, Skill Development and accounting and he has been continuously working and undertaking UGC sponsored projects in the areas of microfinance, small savings and investment, financial inclusion, financial education and financial literacy. Singh is the founder President of Manipur University Alumni Association, Association of Commerce Alumni. He is current Vice President of North East India Commerce and Management Association and also Joint Secretary of Indian Association of Life Skills Education, Chennai. He has been consultant to several Microfinance Institutions, Non-Governmental Organizations, JLGs, SHGs of the state in particular and region in general.

CONTENTS

1. Introduction, 2. Microfinance in India, 3. Design of the Study, 4. Microfinance in Manipur: Its Socio-Economic Impact, 5. Data Analysis and Interpretation, 6. Boon or Bane of Microfinance, 7. Findings, Recommendations and Conclusion, Bibliographies, Appendices



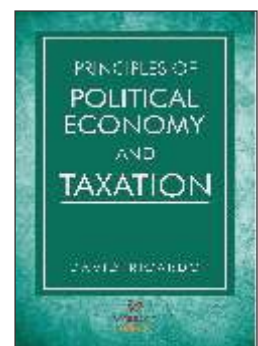
ISBN: 9789-38667-7426
175 pg. | 2018 | HB | ₹ 495
Pub. Date: September 2018

Principles of Political Economy and Taxation

David Ricardo

ABOUT THE BOOK

This title established Ricardo as an important political economist. He concludes that land rent grows as population increases. He also presents the theory of comparative advantage, the theory that free trade between two or more countries can be mutually beneficial, even when one country has an absolute advantage over the other countries in all areas of production. Ricardo claims in the preface that Turgot, Stuart, Adam Smith, Jean-Baptiste Say, Sismondi, and others had not written enough "satisfactory information" on the topics of rent, profit, and wages. "Principles of Political Economy" is Ricardo's effort to fill that gap in the literature. Regardless of whether the book achieved that goal, it secured Ricardo's position among the great classical economists Adam Smith, Thomas Robert Malthus, John Stuart Mill, and Karl Marx.



ISBN: 9789-38622-1827
334 pg. | 2018 | PB | ₹ 795

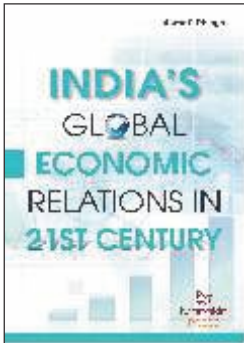
CONTENTS

1. On Value, 2. On Rent, 3. On the Rent of Mines, 4. On Natural and Market Price, 5. Of Wages, 6. On Profits, 7. On Foreign Trade, 8. On Taxes, 9. Taxes on Raw Produce, 10. Taxes on Rent, 11. Tithes, 12. Land-Tax, 13. Taxes on Gold, 14. Taxes on Houses, 15. Taxes on Profits, 16. Taxes on Wages, 17. Taxes on Other Commodities than Raw Produce, 18. Poor Rates, 19. On Sudden Changes in the Channels of Trade, 20. Value and Riches, their Distinctive Properties, 21. Effects of Accumulation on Profits and Interest, 22. Bounties on Exportation, and Prohibitions of Importation, 23. On Bounties on Production, 24. Doctrine Adam Smith concerning the Rent of Land, 25. On Colonial Trade, 26. On Gross and Net Revenue, 27. On Currency and Banks, 28. On the Comparative Value of Gold, Corn and Labour, in Rich and Poor Countries, 29. Taxes Paid by the Producer, 30. On the Influence of Demand and Supply on Prices, 31. On Machinery, 32. Mr. Malthus's Opinion on Rent Colonial Trade, 26. On Gross and Net Revenue, 27. On Currency and Banks, 28. On the Comparative Value of Gold, Corn and Labour, in Rich and Poor Countries, 29. Taxes Paid by the Producer, 30. On the Influence of Demand and Supply on Prices, 31. On Machinery, 32. Mr. Malthus's Opinion on Rent



BY THE SAME AUTHORS

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

RECENT**ECONOMICS**

India's Global Economic Relations in the 21st Century

Ishwar C. Dhingra

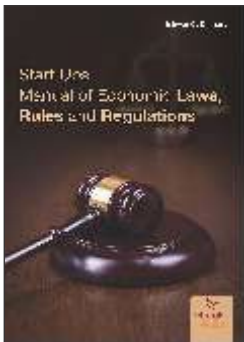
ABOUT THE BOOK

Globalisation is on retreat. In wake of unanticipated fast growth in Asian hemisphere the advanced nations began to secure their pitch. These nations began to take resort to old protectionist policies and made an attempt to remove away the ladder of free Economic policies they themselves had pursued and had forced the underdeveloped world to adopt despite the strong resistance towards these policies shown by the latter.

Now when the emerging world is in a position to claim their share of pie these countries are faced with strong resistance. For an economy like India which is poised to become the fastest growing it is imperative it should formulate a comprehensive strategy to advance reserve its place in the international community. This book is about the changing international environment and its implications about policy instruments That an emerging economy like India needs to master and make use of the government. The book will be of interest to

students of international economics, international polity, international studies, and international relations. The book will also be found useful By students preparing for Civil services examinations.

ISBN: 9789-38667-7259
300 pg. | 2018 | HB | ₹ 895

FORTHCOMING**ECONOMICS**

Start ups Manual of Economic Laws, Rules and Regulations

Ishwar C. Dhingra

ABOUT THE BOOK

State initiatives in India like "Make in India", Smart Cities, and others target, per se, creation of employment opportunities for the addition of millions to existing labour force In the country. Many of them, largely a disproportionately high, are on road looking for work. This is true both of rural and urban economy. The country is on verge of losing The demographic dividend if no concrete effective measures are taken to provide productive jobs. Of course, Indian state has always relished to put the idea in air and go it viral to make the large populace believe that it is the "Mai Bapp" and that it knows best. However, thanks largely to international environment it is being increasingly realized that the state does not have the ability nor even the credibility to ensure work opportunities. It is in view of this realization that the state in India has launched the Start up programme. In this book we examine critically the different dimensions of this programme. The book is addressed to all students of "entrepreneurship" at undergraduate level and all students pursuing degree and diploma courses in management in universities and business schools in India and abroad.

ISBN: 9789-38667-7235
300 pg. | 2018 | PB | ₹ 895
Pub. Date: January 2019



Vision and Mission of New India Opportunities and Challenges

Ishwar C. Dhingra

ABOUT THE BOOK

It is a sequel to our early book "Reform to Transform". The Reform book was conceived just a little after the new government took control of the reins at centre and made its intent clear to transform the whole fabric of the country and make it find its right place in the comity of nations. Many people, including academicians of different hues and colours did not take these communications and dubbed them as "over ambitious". Three years after, that is now, it is being argued by the same forces that India needs to transform and transform at a little faster rate.

There is no opposition to economic policies that have been formulated or are in the lab. We look at different contours of this transformation process, possibilities, challenges and more important collective will of the people to launch a new programme that will present a New India on a platter.

ABOUT THE AUTHOR

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies in general.



ISBN: 9789-38667-7242
350 pg. | 2018 | PB | ₹ 995
Pub. Date: December 2018

Digitisation Beginning of the End of Underground Economy

Ishwar C. Dhingra | Sanjay Kataria

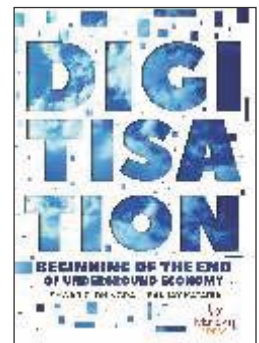
ABOUT THE BOOK

Demonetisation, the Black Swan Event of the 21st century, shook the whole universe, as it had ramifications for economic agents throughout length and breadth of the universe. It had its critics and admirers too. But soon enough critics had reasons enough to change their views and voluntarily chose to join the other bandwagon. The initial gut reaction, without any serious scrutiny, was that this policy action was ill advised and mired in undue haste, for some political brownies. But as the act began to unfold the feeling began to sink in into big think tanks and intellectual scholars and others that it was more than that. Demonetisation is aimed at uncovering the big organised powerful multidimensional underground economy. It soon became clear that Demonetisation was only another step in regularising and disciplining underground economy so that its economic agents work to the advantage of the national economy. Digitisation of the whole economy is being seen as a first step to launch a full scale effort to make this goal attainable. What is digitisation, why to digitise & how to digitise and all questions and their probable answers have been dealt in a reader's friendly manner. Students, Scholars and Academicians of Economics will find this book as an easy reference on this defining event/topic of our era.

ABOUT THE AUTHORS

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

Sanjay Kataria graduated with first class Honours degree in Economics from University of Delhi. He went on to attain Masters in Public Administration and Masters in Sociology (South Asia University, New Delhi). A prolific writer he has command over both prose and poetry. Presently, he is managing his family business with an urge to adopt state of art technology and management practices.



ISBN: 9789-38667-7211
272 pg. | 2018 | HB | ₹ 695

CONTENTS

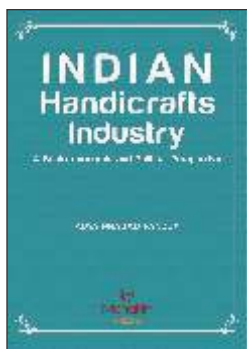
1. Underground Economy, 2. Digitisation: What is it?, 3. Digital Currency, 4. Digitisation in India, 5. Demonization and Underground Economy, 6. Cashless Economy in India



BY THE SAME AUTHORS

Prof. Adya Prasad Pandey earned the B.Sc., M.B.A. and M.A. in Economics degree from Banaras Hindu University, Varanasi. He started his teaching career in the same University from 1979. He obtained his Ph.D. degree in Economics under the supervision of Prof. P. K. Bhargava from Banaras Hindu University. His Ph.D. work on Uttar Pradesh Financial Corporation (UPFC) was considered as notable work and the research findings helped the UPFC to come out of its financial crisis which was prevailing in the corporation during that period. Prof. Pandey has been Head, Department of Economics (Banaras Hindu University), Coordinator of N.S.S. and Chairman of University games. At present, he is the Vice-Chancellor of Manipur University. Besides this, he has also been the member of various selections, expert and other allied committees of UGC and other various Universities. He has actively participated in more than 130 International and National Seminars and has delivered Key Note Addresses in more than 40 National Seminars. He has also delivered Lectures in Academic Staff Colleges, Radio Talks on relevant Economic and Social issues including Guest Speaker on several occasions at various organizations and institutions including government bodies. He has also chaired the sessions in various National & International seminars.

Prof. Adya Prasad Pandey served Banaras Hindu University, the dream Institution of Pt. Madan Mohan Malviya Ji from the last thirty seven years in different capacities. He has made original contribution in the area of Industrial Economics, Gender Studies, Tribal Studies and Child Labour. His work in the field of Small Scale Industries is recognized on International level and has been quoted by many foreign researchers in their research works. The World Bank in its report of 2008 and UNDP in its report of 2009 has acknowledged his work as original. He has successfully conducted research works to solve many socio-economic problems of Micro Small and Medium Enterprises in Uttar Pradesh. His work on Kautilya, MNAREGA, weaving Industry of Eastern Uttar Pradesh has also Internationally recognised. His research work has also been cited and quoted in many research papers published in Greece (IRIMA), Austria (International Protection), International Finance Corporation, Washington, USA-2008, KfW Bankengruppe, Frankfurt, USA, Munich, Germany, International Journal of Engineering and Application and various other International publications.

RECENT**ECONOMICS**

ISBN: 9789-38622-1605
160 pg. | 2016 | HB | ₹ 695

Indian Handicrafts Industry

A Socio-economic and Political Perspective

Adya Prasad Pandey

ABOUT THE BOOK

The handicrafts sector is one of the most important sectors of the Indian Economy as it is one of the major employment creator and accounts for a major share in the country's exports. The state and regional constellations contribute significantly to handicrafts export. The Indian handicrafts industry is fragmented with more than 7 million regional artisans and more than 70,000 exporters/export houses promoting regional art and craftsmanship in the domestic and global markets. Handicrafts are a sunshine sector for India and exports increased from India by 11% on year to year basis from April 2016 to March 2017. The market size now stands at approx, US \$ 3.66 billion. Major markets for our handicrafts being US, UK, Canada, UAE, Germany, France, Latin American Countries, Italy, The Netherlands, Canada and Australia.

This book gives a complete Socio-economic and Political Perspective along with a realistic analysis of what makes or plagues this sector and what is the way ahead.

CONTENTS

1. Introduction, **2.** Review of Previous Work and Literature, **3.** Weaving Technology of Silk in Different Periods, **4.** Dyeing Technology of Silk in Different Periods, **5.** Traditional Weaving Areas and Technologies Adopted in Different Areas, **6.** Present Position of Silk Industry, **7.** Conclusion, Bibliography

RECENT**ECONOMICS**

ISBN: 9789-38622-1599
211 pg. | 2016 | HB | ₹ 895

Economics of Indian Toy Industry

Adya Prasad Pandey

ABOUT THE BOOK

The Indian Toy Industry is estimated at about US\$ 400 Million but the retail revolution and recent onset of online sellers like Amazon, Flipkart, Snapdeal and so on have also helped Industry in growing at a faster pace. Regionally Mumbai, Kolkatta, Chennai, Bangalore, Meerut and Punjab dominate the sector. As it shows that it is fragmented and regional distribution too biased and most of the sector or players are from the unorganized sector still due the sheer size of the Indian economy and growth of middle class it has managed to grow by 10 to 15% on year to year basis for past several years.

But in changed global scenario and with advent of China the factory of the world the challenges have increased in various ways for this sector but it has managed to keep itself alive and moving and growing.

The present book is a conscious effort and study of all the above. It is an important contribution onto the limited literature available in this era which is not focussed that keenly and for all students of economics. Indian economy and its various sectors will find this study of Indian Toy Industry as an interesting insight of the same.

CONTENTS

1. Introduction, **2.** Review of Literature, **3.** Varanasi City: A Glance, **4.** Toy Industry in India and Varanasi, **5.** Financial Resources for SSIs, **6.** Primary Survey Perceptions on Problems of Toys Industry, **7.** Analysis of Problems of The Toy-Makers, **8.** Conclusion and Suggestions, *Bibliography*



North Korea's Nuclear Threat A Hoax?

Ishwar C. Dhingra

ABOUT THE BOOK

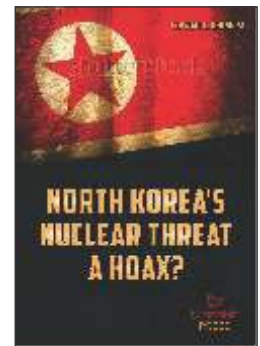
As a sequel to our two earlier books *End of the "End of Cold War"*, and *"Tomahawks over Syria: Final Trailer of Third World War "* the present book looks at another hot potato, North Korea, a tiny nation in Korea peninsula. The Korea peninsula got broken in two parts, viz. South Korea and North Korea. Ever since under a totalitarian ruler, North Korea has been under the public scrutiny for its various acts of commission and omission. It has shown its contempt for human rights. Although it has signed a number of bilateral and multilateral treaties it has demonstrated little or no regard for them. It does not desist from making provocative statements and abusive acts. It has build up a huge army, by any standards disproportionate to its size and requirements. Most importantly, it is in possession of powerful armaments and weapons of mass destruction including nuclear bombs and long range missiles. North Korea not only flaunts its assets, it feels no restraint in threatening to make use of it whenever it feels an iota of threat to its interests. Is this threat real or merely a hoax ? This book looks at different aspects of this part of cold war: who likes whom? Who supports whom? Who is in possession of nuclear key?

ABOUT THE AUTHOR

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

CONTENTS

1. The Korean Peninsula, 2. Korean Nationalist Historiography, 3. History of North Korea, 4. Economy of North Korea, 5. North Korea and Weapons of Mass Destruction, 6. Foreign Relations of North Korea, 7. North Korea—United States Relations, 8. South Korea—United States Relations, 9. Six-party Talk, 10. North Korea's Growing Nuclear Threat, 11. Asia's Worst Nightmare (or World War III): What if North Korea Fell?



ISBN: 9789-38622-1711
270 pg. | 2018 | HB | ₹ 695

Economic Aspects of Quality of Life

Shivesh Pandey

ABOUT THE BOOK

This book overviews the interrelationship of stock indices, economic indicators and quality of life. It is a twofold research. The first part aims to investigate whether economic growth and stock market improvement has brought change in the quality of life of people post 1991. For a nation like India that is among the world's fastest growing economies it is imperative to measure the economic well-being of its citizens on an ongoing basis. By tracking the various parameters that contribute towards the economic well-being of the people and their ability to protect themselves and their families against unforeseen crisis, the findings of this study would help to identify the determinants of economic well-being of India's populace. This research looks at the component type of definition of quality of life i.e. material welfare. This research tries to find the degree of association of economy and stock market variables; hence it overlooks other aspects of quality of life i.e. emotional, physical, and social, etc. For primary study at the individual level, the quality of life is assessed with the help of a quality of life perception questionnaire circulated among the five cities of Mumbai, Delhi, Kolkata, Chennai and Bengaluru. It looks at the subjective aspect of quality of life as measured by the self report survey. For secondary study, i.e. at the societal level, the Human development index is taken as a proxy for quality of life. Some other QOL indices developed by past studies done by Vadlamannati & Tamazian in 2006 and Quality of life ranks of various countries published by the International living organization are also analysed.

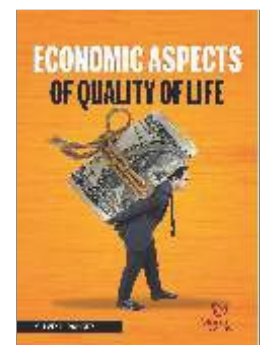
The second part of the book attempts to explore the impact of economic variables and some select demographic variables on the stock market investments indicators. It further investigates the interrelationship of stock market indicators with chief economic indicators of the Indian economy. This study is limited to the Indian Stock Market represented by the various stock market performances – activity measured by the Stocks traded as a percentage of GDP, liquidity measured by Stocks traded turnover ratio, and benefits represented by the Bombay Stock Exchange Sensitivity Index (Sensex). The various economic variables will include: GDP deflator, deposit and lending interest rates, gross domestic savings rate, GDP growth rate and urbanization rate.

ABOUT THE AUTHOR

Dr. Shivesh Pandey has completed his B-Tech Degree in Computer Engineering and M.B.A. in Finance. He has completed his Ph.D. in Health Care Management from Banaras Hindu University. He has published more than twelve Research papers in reputed and peer reviewed National and International Journals he has also participated in more than twenty four National and International Seminars organised on different contemporary issues and has to his credit organisation of One International Seminar. He has also published more than 5 papers as a chapter in Books published by reputed Publishers. His area of interest is Finance, Health Care Management, IT and Gender Studies.

CONTENTS

1. Introduction, 2. Review of Literature, 3. Research Methodology, 4. Hypothesis Testing and Analysis of Data, 5. Suggested Model and Conclusion

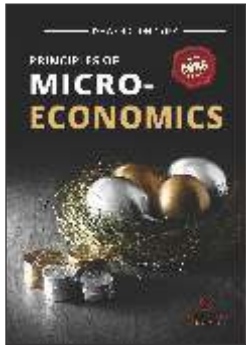


ISBN: 9789-38667-7761
186 pg. | 2018 | HB | ₹ 595



RECENT

ECONOMICS



ISBN: 9789-38667-7709
714 pg. | 2018 | PB | ₹ 995

slow learners of the subject.

All the tools of teaching and learning basic Principles of Micro Economics have been effectively used, be it the data analysis, images and graphs, factual information and above all elementary algebra and calculus. These sync well with the easy language and simple style of presentation.

ABOUT THE AUTHOR

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

Principle of Micro-Economics

Ishwar C. Dhingra

ABOUT THE BOOK

Principles of Micro Economics is customized to the requirements of the CBCS Syllabus prescribed by the UGC for undergraduate courses in Economics at all Indian universities. As per the guidelines issued by the UGC each of the universities have reframed and prescribed new syllabus for economics. We have made a positive response to this unique change in the form of this book, Principles of Micro Economics, which forms the core of new syllabus along with two other core subjects, viz. Principles of Macro Economics and the Indian Economy (our forthcoming titles). The philosophy underlying the scheme is that there should not be a critical variation in teaching of economics at different universities. There may be a requirement to accommodate localized differences. For this purpose guidelines offer sufficient scope.

We have been guided by CBCS guidelines in preparing this all - India version of Principles of Micro Economics, in both spirit and sense. These guidelines defined the boundaries which are sacrosanct for us and which we promised to ourselves not to cross. This gets reflected in the discussion and details in which the subject matter has been presented in the book. We have moved step-by-step gradually from low-hanging fruits to more adventurous areas, all the time keeping our eyes and ears open to the needs of the relatively

**CONTENTS**

1. Basic Concepts and Techniques, **2.** Theory of Demand, **3.** Theory of Consumer Behaviour, **4.** Supply Analysis and Equilibrium, **5.** Production Function and Analysis, **6.** Cost and Revenue, **7.** Market Structures and Equilibrium of a Firm, **8.** Price-Output Determination under Perfect Competition, **9.** Price-Output Determination Under Monopoly, **10.** Price-Output Determination Under Monopolistic Competition and Oligopoly, **11.** Factor Pricing, **12.** Market Failures, Government Intervention and Economics of Information, **13.** Welfare Economics, **14.** International Economics, **15.** Decision-Making Under Risk and Uncertainty



Self Help Groups and Rural Women Empowerment

Shobhna Goyal, Meenu Maheshwari

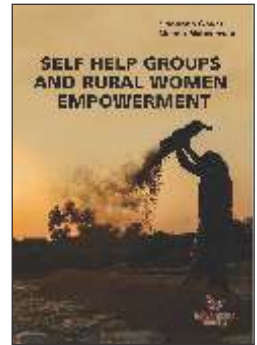
ABOUT THE BOOK

Women empowerment and poverty alleviation is one of the 8 millennium development goals and the policy makers all through the world are developing interventions for the same. This book has taken up women emancipation through community organizations in the rural India. Microfinance has been identified as a tool to mitigate poverty amongst disadvantaged groups of the society by providing them opportunities to engage in some entrepreneurial activities thereby making them self-reliant. Socio- Economic upliftment is the biggest indicator to measure the social development of any economy, so the book aimed at highlighting the impact of Self Help Groups on the socio economic status of women in general and rural poor women in particular. We hope that this book will prove useful to the policymakers, govt. officials, NGOs, local agencies, Banks and financial institutions, researchers and corporates to develop strategies for the effective implementation of various schemes for the upliftment of status of women in the society.

ABOUT THE AUTHORS

Dr. Shobhna Goyal (M.Com., M.Phil, PGDM, MBA, Ph.D) is presently working as Assistant Professor and Head of the Commerce Department at Aggarwal College, Ballabgarh. She had been a research scholar at University of Kota, Kota, Rajasthan. She has participated and presented research papers in many 10 National and 8 International conferences. One of her paper was selected for presentation at International conference at IIM, Kashipur. One of her paper has been adjudged best paper at international conference at NIESBUD, Noida. She has 10 papers to her credit published in national and international journals of repute.

Dr. Meenu Maheshwari (M.Com., M. Phil, Ph.D, AICWA) is presently working as Assistant Professor, Department of Commerce and Management, University of Kota, Kota. She has been Head, Dept. of Commerce and Management, University of Kota, Kota. She is General Secretary of Indian Accounting Association, Kota Branch. She is working on a UGC Major Research Project. She has contributed more than 60 research articles to various national and international repute journals. She has presented more than 40 papers in National and International conferences and seminars. Dr Maheshwari is the author of Accountancy for class 11 published by Board of Secondary Education, Rajasthan, Ajmer. She has authored 13 books published by Vardhaman Mahaveer Open University, Kota. She has been the member of Board of Studies in ABST of University of Kota, Kota and MDS University Ajmer.

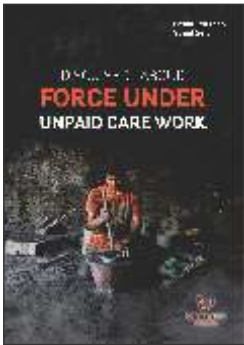


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240 pg. | 2018 | PB | ₹ 595

CONTENTS

Preface, 1. Introduction, 2. Review of Literature, 3. Performance of the SHGs in Mewat District, 4. Social Impact of SHGs on Rural Women, 5. Economic Impact of Self Help Groups on Rural Women, 6. Barriers in the Development of SHGs in the Sample Area, 7. Summary of Findings and Suggestions, Annexure, Bibliography





ISBN: 9789-38667-7938
170 pg. | 2019 | PB | ₹ 495
Pub. Date: October 2018

Disguised Labour Force under Unpaid Care Work

Hema Prakash | Vinod Sen

ABOUT THE BOOK

Over the decades, economic theories and economic alterations have dramatically representing the scenario of female labour, work division and wage allocation in market and non-market domains. However, failed to recognise and associate unpaid care work as a part of mainstream economy, unpaid care workers as a part of mainstream labour force market and lacks at the understanding of other dynamics of unpaid care work in terms of female labour participation, gender inequality, social investments, assessment of wages and monetary cost of unpaid time and labour as factor of production.

This book is one of very few empirical studies advances a nuanced understanding about the statistical categorization of unpaid work and labour. Different theories and modelling approaches by economists critically arguing stratification of labor and work are analyzed and it is shown how and why unpaid care work has vital significance to economy. Incorporating Time Use Survey, the book represents a unique initiative with empirical evidences about unpaid time and unpaid labor allocation pattern to provide insight into the various aspects of unpaid care work and care economy revealing concealed female labour force as unpaid care workers and their linkages to informal labor; care work as a precarious factor affecting female's visible labor participation and choice and preference of work in labor

market. Expected wage allocation through opportunity cost entails the unaccounted part of economic production speaks about the gap in GDP counting. Such insights are integrated systematically provide opportunity to explore unpaid care work with interdisciplinary aspects.

ABOUT THE AUTHORS

Dr. Vinod Sen at present working as a faculty of Economics at the Department of Economics, Indira Gandhi Natioanl Tribal University, Amarkantak, Madhya Pradesh Since July 5, 2016. Dr. Sen have Ph.D. in Economics from Jawaharlal Nehru University, New Delhi. Prior to this Dr. Sen had been working at the Central University of Gujarat form August 6, 2010 to July 4, 2016. He has also taught at various colleges of Delhi University.

He has published 40 research papers in national and international journals. He has very recently published a research paper entitled "Special Economic Zone, Land Aquisition and Impact on Rural India" (with Sazzad Parvez) in Emerging Economy Studies, Sage Journals. He has written four book titled "Labor in an Informal Sector: A Study of Beedi Rolling Industry in Madhya Pradesh and Chhattisgarh" and Contemporary Issues of Indian Economy, (eds., with Indira Dutta) by Segment Books; another one on Food Supply Chain Management in Indian Agriculture, (with Sazzad Parwez) New Delhi, Excel India Publishers; and Public Expenditure, Economic Growth and Inflation, (with Solanki, Mukesh Kumar) New Delhi, Allied Publishers Pvt Ltd..

His major area of interest includes Labour Economics, Informal Sector, Macroeconomics, Tribal Economy, Research Methodology and Economics of Growth and Development. Dr. Sen has also completed one foreign consultancy project funded by Institute d'etudespolitiques et internationaux Geopolis, Universite de Lausanne, Switzerland. He is an Executive Committee member of the Indian Society of Labour Economics, life member of the Indian Economic Association, and Madhya Pradesh Economics Association. Under his supervision 3 Ph. D. awarded and 19 M.Phil degree have been awarded.

Hema Prakash have M.Phil in Economics (Labor Economics) from Centre for Studies in Economics and Planning, Central University of Gujarat, India and holds Master's in Economics from Babasaheb Bhim Rao University, Central University. Her area of research interests are Labor Economics; Informal Sector; Care Economics; Gender and Women studies; Economics of Growth & Development; International Economics.

She has published research paper on "Micro Finance Institution and Self-Help Group: Helping Hand to Socio-Economic Development in India" in Advances in Economics and Business Management journal of Krishi Sanskriti and paper presented at Jawahar Lal Nehru University, New Delhi; research paper entitled "The Dynamics of Unpaid Care Work: Rediscovering the Hidden Faces of Economy" in Summaries of ISLE, Annual Conference Papers, Institute of Human Development, paper presented in ISLE 57th Conference; a paper entitled "Thinking it Through: Inequality in Care Work and Challenges to Women's Health" under young scholar presented in 14th IASSH Conference (TISS) at Gokhale Institute of Polictics and Economics; Paper entitled " Unfair Unpaid Care Work Obligation, Declining Capabilities and Women Poverty in India: Causes Consequences and Challenges" presented in An International Conference by World Society Foundation, American Sociological Association and International Centre for Development and Decent Work " Development in the Faces Global Inequalities" in Barcelona, Spain. She has been working on contemporary issue of Care Work, Care Economy and its linkages to labor market. She is a life member of the Indian Society of Labor Economics and member of International Association for Feminist Economics.



निराला के गीत

परंपरा एवं प्रयोग

नाज़िश बेगम

पुस्तक के बारे में

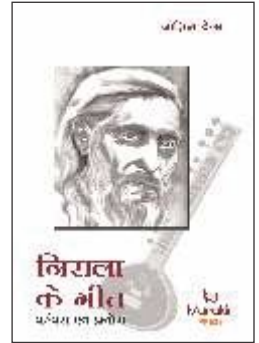
अनुभूति के ताप एवं प्रभाव की तीव्रता को जितना गीत में अनुभव में किया सकता उतना अन्य काव्यरूपों में नहीं। जब मनुष्य का सुख-दुख उसके नियंत्रण से बाहर हो जाता है, तब उसकी निःसृति रोने या गाने के रूप में अनायास ही होने लगती है। छन्द का नियत एवं मधुर आवर्तन मानस धरातल पर गीत की मधुर धारा बहाता है। प्रस्तुत पुस्तक 'निराला के गीत : परंपरा एवं प्रयोग' में महाकवि निराला के समग्र गीतों में निहित भावगत एवं शिल्पगत प्रयोगों का विस्तार से विवेचन किया गया है। उनके गीत जहां एक ओर परम्परा के अजस्र-स्रोत से जीवन-रसधारा प्राप्त करते हैं, तो वहीं दूसरी ओर प्रयोगों के नवोन्मेषों के भी परिचायक हैं। उनके यहाँ गीत-प्रगीत, छन्दोबद्ध-छन्दमुक्त, आदर्श-यथार्थ, वैयक्तिकता-सामाजिकता, परम्परा एवं नवीन प्रयोग, छायावाद-प्रगतिवाद, आक्रोश-करुणा, व्यंग्य-विनम्रता, परुषता-कोमलता, रहस्यवाद-भौतिकवाद, आस्था-अनास्था इत्यादि अनेक द्वन्द्वों का अद्भुत सामंजस्य मिलता है। उनके वैविध्यपूर्ण गीतों में निहित ये ही वे प्रेरक तत्त्व हैं, जिनके आलोक में गीतकार निराला को पूरी तरह समझा जा सकता है। उनका गीतकाव्य राष्ट्रीय चेतना की कोख से जन्म लेकर समाज की यथार्थ विषमताओं की धारा से बहता हुआ; तीखे व्यंग्य के साथ प्रगतिशील अंचल में पोषित होकर मानवतावाद के गहरे सागर में समाहित हो गया है। उनका देशप्रेम 'वर दे वीणावादिनी वरदे', 'भारत ही जीवन धन', 'जागो जीवन धनिके' एवं 'दलित जन पर करो करुणा' जैसे गीतों के माध्यम से मुखरित हुआ है।

निराला के काव्य में संवेदना एवं शिल्प का द्वन्द्व तब तक चलता रहता है, जब तक कवि को भावानुरूप संवेदनानुसार रूपविन्यास प्राप्त नहीं हो जाता है। संवेदनाओं की सही अभिव्यक्ति की छटापटाहट होने के कारण ही निराला की रचना प्रक्रिया के अनेक उद्वेलन उन्हें हर समय विविध प्रकार की रचनाओं के लिए आन्दोलित करते रहते हैं। इसीलिए उनके काव्य-सृजन में रचना के कई स्तर समान संवेगात्मक गरिमा और गहराई के साथ क्रियाशील होते हुए दिखाई देते हैं। इसके लिए वे अपनी ही स्व-अर्जित रचनात्मक समृद्धि को बार-बार ध्वस्त करके नव-सृजन का प्रयास करते हैं। विविधरूपी संवेदनानुसार काव्य के नवीन आयाम निर्मित कर उन्होंने परवर्ती नवगीतारों के लिए मार्ग ही प्रशस्त नहीं किया बल्कि गीत की जमीन पर कथ्य एवं रूप की दिशा में नवीन संवेदना को भी स्पंदित किया है।

लेखक के बारे में

डॉ. नाज़िश बेगम का जन्म 2 जनवरी, 1979 को उत्तर प्रदेश के एटा जिले के अलीगंज कस्बे में हुआ। अलीगढ़ मुस्लिम विश्वविद्यालय, अलीगढ़, (उ.प्र.) से स्नातक, स्नातकोत्तर और पीएच. डी. की डिग्री प्राप्त कर वहीं हिन्दी विभाग में सहायक प्रोफेसर के पद पर कार्यरत हैं। निराला-काव्य का विशेष अध्ययन कर, आधुनिक काव्य के साथ ही समकालीन साहित्य से भी जुड़ी हुई हैं। 20 से भी अधिक राष्ट्रीय और अन्तरराष्ट्रीय संगोष्ठियों में प्रस्तुत शोध पत्र एवं 25 के लगभग प्रकाशित शोध आलेख हैं।

अध्याय 1: छायावादी छन्द चिन्तन और गीत विषयक मान्यताएँ, **अध्याय 2:** कवि निराला: संवेदना के धरातल एवं शिल्प-प्रयोग, **अध्याय 3:** निराला के गीतों का विषय की दृष्टि से वर्गीकरण, **अध्याय 4:** संवेदना के विविध आयाम, **अध्याय 5:** निराला के गीतों का सांगीतिक पक्ष, **अध्याय 6:** उपसंहार, **परिशिष्ट-1** ग्रंथ सूची, **परिशिष्ट-2** निराला के असंकलित गीत



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378 pg. | 2017 | HB | ₹ 895



BESTSELLER

LITERATURE & EDUCATION



ISBN: 9789-38437-0114
230 pg. | 2017 | HB | ₹ 895

What Children Really Want

Coomi S. Vevaina

UNTRUTHS

• WE know what is best for children • WE should decide on what knowledge we need to pour into them • WE should do all we can to help them achieve success in life

TRUTHS

• Children usually know what is best for them • Children's inherent wisdom, creativity and spontaneity usually get wiped out by the time they reach puberty • Children perceive the notion of 'success' very differently from us

ABOUT THE BOOK

What Children Really Want is a groundbreaking book which gives the reader unique glimpses into the minds of children. It is written for all who love and care for children and young adults. The first half of the book emphasizes the need for self-reflection to ensure that we adults do not project our desires, anxieties and frustration on children. Lucidly explained concepts are reinforced with Anchor Points, Exercises and Active Imagings and stories for children to suggest ways of applying the concepts. The second half discusses the need to support children with stillness training, holistic education and awareness of social justice issues in order to make our rapidly shrinking and increasingly threatened world a better place for the generations to come.

ABOUT THE AUTHOR

Coomi S. Vevaina (Ph.D. Literature & Ph.D. Education) is an internationally acclaimed educator, literary critic, creative writer, teacher trainer, storyteller and spiritual educator with nine books and fifty-five research papers in refereed national and international journals and critical anthologies. She has received numerous awards and honours for her research work and for the power and passion with which she teaches. She connects deeply with children, young adults, parents and educators across the world.

CONTENTS

Section – I Introduction, **1.** We and Our Masks, **2.** Our Rejected Ones in Hiding, **3.** Our Shared Individuality, **4.** Our Deep Self, **Section – II** Introduction, **5.** Introspection and Stillness Training, **6.** Learning for Life Training, **7.** Training in Social Justice Issues References, Index

Literature & Education | Teaching | Literary Theory | English Language

RECENT

LITERATURE & EDUCATION



ISBN: 9789-38622-1780
325 pg. | 2018 | PB | ₹ 695

English Language GRAMMAR AND CONCEPTS

Abha Yadav

ABOUT THE BOOK

The English Language is no longer the language of the classes but is now a necessity and can be treated as a language of the masses. This book tries to teach the user of Hindi language, the nuances of English language and vice-a-versa. This book is an attempt to simplify the practice and usage of both languages Hindi and English. This is a unique book because it strikes a fine balance between the understanding and usage of both languages. It connects with the reader because of its simplicity and illustrative examples. It is a rich repository of information and the reader will find abundant knowledge that can be used to learn, enhance or rectify his or her language skills in Hindi or English. English being a universal language, this book will be helpful for those who are trying to learn the language and are struggling to find the right tools to help them. It is simple to understand and shall serve as a handbook for the reader.

ABOUT THE AUTHOR

Dr. Abha Yadav is a scholar of international repute who has a Ph.D. from Jawaharlal Nehru University, New Delhi (India). She is an eminent scholar who has taught in University of Delhi and has lectured widely on various law based issues in India and abroad. She is the recipient of the prestigious Fox International Fellowship from Yale University, U.S.A and has studied Intellectual Property Management from Indian Institute of Technology Delhi. She has conducted training sessions for senior managers in various prestigious institutions. She has worked closely with NGOs for social causes and to spread awareness about women-centric themes and Right to Information. She has also presented papers in various National and International Conferences and Seminars. She is deeply interested in linguistics and has read Urdu, Greek and Portuguese languages in addition to her mother tongue Hindi. She has a flair for the English language.

CONTENTS

1. Important definitions – Linguistics – Grammar – Orthography – Vowels – Consonants – Etymology – Syntax – Punctuation – Prosody, **2.** Sentence – Subject and Predicate – Kinds of sentences, **3.** Phrase – Clause – Word, **4.** Words liable to be misspelt, **5.** Use of Capital Letters, **6.** Parts of Speech, **7.** The Noun – Kinds, **8.** The Noun – Formation of – From Verbs – From Adjectives, **9.** The Noun – Gender – Kinds, **10.** The Noun – Gender – Formation, **11.** The Noun – Numbers – Formation, **12.** The Noun – Case, **13.** The Noun – Apposition – Parsing, **14.** The Noun – Some important distinctions, **15.** The Pronoun – Kinds – Some Important Distinctions, **16.** The Adjective – Kinds, **17.** The Adjective – Comparison, **18.** The Adjective – Formation of Degrees, **19.** The Adjective – Formation – From Nouns, Verbs, Adjectives, **20.** The Adjective – Formation from foreign words, **21.** The Adjective – Some important distinctions, **22.** The Articles – Indefinite – Definite, **23.** The Verb – Kinds – The Infinitive, etc., **24.** The Verb – Use of correct form (Conjugation), **25.** The Verb – Formation – Present, Past and Past Participles, **26.** The Verb – The Tense, **27.** The Verb – Charts of Tenses, **28.** The Verb – Some Important Distinctions, **29.** The Verb – Mood, **30.** The Gerund, **31.** The Voice – Active and Passive, **32.** The Narration – Direct and Indirect Speech, **33.** The Adverb, **34.** The Adverb – Some Important Distinctions, **35.** The Preposition, **36.** The Preposition – Some Important Distinctions, **37.** The Preposition – Use of some more – With Nouns, Adjectives, Verbs, **38.** The Conjunction, **39.** The Interjection, **40.** Punctuation



A History of Elizabethan Literature

George Saintsbury

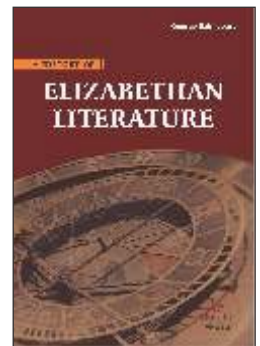
ABOUT THE BOOK

It is an old-fashioned practice, but one which is perhaps none the worse for being old-fashioned, that an author should offer some kind of apology for undertaking a book, especially on a great and important subject. My only excuse for undertaking to write on the greatest period of the greatest literature of the world is that I have been diligently reading the productions, small and great, of this period for some five-and-twenty years with everincreasing admiration, and that I find the increase of my admiration due in no small degree to the comparison with other periods and other literatures, ancient and modern, which I have been enabled to make in the meantime. As for the particular purposes and methods by which I have been guided in writing this book, they are easily explained. I have endeavoured to give as complete and clearly arranged a view as I could of the actual literary performance of the period from 1560 to 1660, excluding or only lightly touching on those authors in its later part who may be said to have anticipated or prepared the post-Restoration changes, but including those who, even long after 1660, produced great work in the ante-Restoration styles. In doing this I have endeavoured to criticise each author from a uniform and independent standpoint, and I have never (unless in some very rare case specially indicated) delivered on any author mentioned a judgment based on second-hand information, whether I may agree or not with that of some previous writer. In regard, however, to what some moderns call the "Bio-Bibliographical" side of the matter, I have made much less attempt to be complete, and I do not pretend at all to first-hand information. To obtain this last completely (and if incomplete it is of little use) by personal visits to registers and tombstones, and by personal inspection and collation of early editions, would occupy, if it would not overtask, the entire life of a man who enjoyed in other respects perfect leisure and command of his time. And the result, though no doubt not valueless, would, in my judgment at least, be far less valuable than that which, however imperfectly, I have attempted to achieve. For although, for instance, the British Museum Catalogue is a marvel of combined and accumulated, and Mr. Arber Transcript a marvel of single-handed, labour, the consulting of each, though I am told that some reputations for exact and careful knowledge have been based upon it, is only a degree less second-hand than the consulting of an encyclopædia. In other words, I will warrant every critical judgment and description, general and particular, in the following pages to be, unless the contrary is stated, based on original reading and thought. My dates and my biographical facts I take for the most part from others; and though I shall be glad (after verification) to make any correction, I shall not feel deeply convinced of sin if it turns out that I have dated this poet's Tears of Melancholy in March 1593, when the true date is May 1595; or asserted that that poet's grandmother was Joan Smith, who is buried at Little Peddington, instead of Jane Smith, who was married at Kennaquhair. These things, interesting perhaps and sometimes valuable in their own way, are but ancillary, if even that, to the history of literature in the proper and strict sense; and it is the history of literature in the proper and strict sense with which I have to deal.

As to my manner of dealing with it, that, I suppose, must be left to the appreciation of the reader. Being strongly convinced that in order to understand the literary history of a period it is necessary to study the minor as well as the major illustrations of it, I have given what some may think disproportionate space to authors who have seldom before found much if any room in succinct histories of the kind; and I have endeavoured rather to map out the country carefully than to write about it brilliantly. In regard to the extracts which, though they curtail the available space somewhat, it seemed, to others besides myself, desirable to give, I have neither been afraid of a piece because it has been frequently given before, nor thought myself obliged to give it for the same reason. Of Shakespeare, Spenser, Milton, and Bacon I have thought it best to give no extracts at all.

CONTENTS

1. From Tottel's "Miscellany" to Spenser, 2. Early Elizabethan Prose, 3. The First Dramatic Period, 4. "The Faerie Queene" and its Group, 5. The Second Dramatic Period-Shakespeare, 6. Later Elizabethan and Jacobean Prose, 7. The Third Dramatic Period, 8. The School of Spenser and the Tribe of Ben, 9. Milton, Taylor, Clarendon, Browne, Hobbes, 10. Caroline Poetry, 11. The Fourth Dramatic Period, 12. Minor Caroline Prose, Conclusion, Index



ISBN: 9789-38622-1803
480 pg. | 2018 | PB | ₹ 795

How to Enjoy Your Life and Your Job

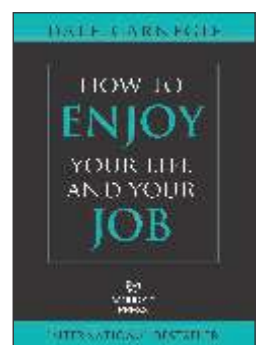
Dale Carnegie

ABOUT THE BOOK

Uncover Your Hidden Assets -- You Can Fill Each Day With Excitement And A Sense Of Satisfaction! Even if you love your work, you probably have days when almost nothing goes right. Bestselling author Dale Carnegie shows you how to make every day more exciting and rewarding - how you can get more done, and have more fun doing it. Dale Carnegie's time-tested advice will help you to:

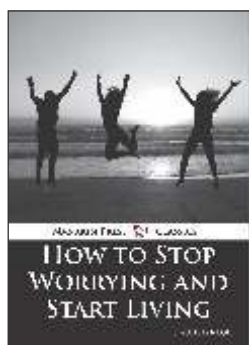
- Make other people feel important – and do it sincerely
- Avoid unnecessary tension – save your energy for important duties
- Get people to say yes – immediately
- Turn routine tasks into stimulating opportunities
- Spot a sure-fire way of making enemies – and avoid it
- Smile in the face of criticism – you've done your very best!

How to Enjoy Your Life and Your Job will help you create a new approach to life and people and discover talents you never knew you had. Dale Carnegie can help you get the most out of yourself – all the time. Start developing your innate strengths and abilities – start enriching your life TODAY!



ISBN: 9789-38622-1438
240 pg. | 2018 | PB | ₹ 395





ISBN: 9789-38437-0596
336 pg. | 2016 | PB | ₹ 195

How to Stop Worrying and Start Living

Dale Carnegie

ABOUT THE BOOK

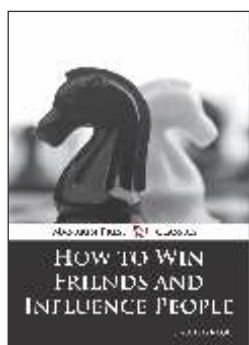
How to Stop Worrying and Start Living is a self-help book by Dale Carnegie. Carnegie is considered to be one of the greatest self-help experts, he mentions in the preface that he wrote it because he "was one of the unhappiest lads in New York". He says that he made himself sick with worry because he hated his position in life, which he attributes to wanting to figure out how to stop worrying.

The book's goal is to lead the reader to a more enjoyable and fulfilling lifestyle, helping them to become more aware of, not only themselves, but others also around them. Carnegie tries to address the everyday nuances of living, in order to get the reader to focus on the more important aspects of life.

The book incorporates:

Seven Ways to Cultivate A Mental Attitude That Will Bring You Peace and Happiness

1. Eight Words That Can Transform your Life, **2.** The High cost of Getting Even, **3.** If You Do This, Your Will Never Worry about Ingratitude, **4.** Would You Take a Million Dollars for What You Have?, **5.** Find Yourself and Be Yourself (Remember There is No One Else on Earth Like You), **6.** If You Have a Lemon, make a Lemonade, **7.** How to Cure Depression in Fourteen Days.



ISBN: 9789-38437-0602
272 pg. | 2016 | PB | ₹ 195

How to Win Friends and Influence People

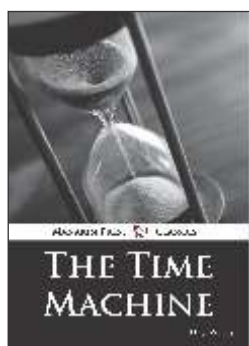
Dale Carnegie

ABOUT THE BOOK

How To Win Friends and Influence People is one of the first bestselling self-help books ever published, written by Dale Carnegie, it has sold millions of copies worldwide.

TWELVE THINGS THIS BOOK CAN DO FOR YOU

1. Get you out of a mental rut, give you new thoughts, new visions, new ambitions, **2.** Enable you to make friends quickly and easily, **3.** Increase your popularity, **4.** Help you to win people to your way of thinking, **5.** Increase your influence, your prestige, your ability to get things done, **6.** Enable you to win new clients, new customers, **7.** Increase your earning power, **8.** Makes you a better sales person, a better executive, **9.** Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant, **10.** Make you a better speaker, a more entertaining conversationalist, **11.** Make the principles of psychology easy for you to apply in your daily life, **12.** Help you to arouse enthusiasm among your associates.



ISBN: 9789-38622-1353
122 pg. | 2016 | PB | ₹ 95

The Time Machine

H.G. Wells

ABOUT THE BOOK

"There are really four dimensions, three which we call the three planes of Space, and a fourth, Time."

A compelling science fiction, *The Time Machine* is a first-hand account of a Time Traveller's journey into the future. A pull of the lever and the machine sends him to the year 802,701, when humanity has split into two bizarre races—the ethereal Eloi and the subterranean Morlocks. Here, his machine is stolen and with the help of Weena - an Eloi, he saved from drowning, the traveller is able to retrieve it.

Whizzing thirty million years further into the future, he finds a slowly dying earth, where the bloated red sun sits motionless in the sky and the only sign of life is a black blob with tentacles.

He returns to the Victorian time, overwhelmed, just three hours after he originally left...

Credited with inventing the time machine in this masterpiece, the provocative insight of H.G. Wells continues to enthrall the readers. *The Time Machine* has since been adapted into many feature films and television series, and has inspired many more works of fiction.



Pride & Prejudice

Jane Austen

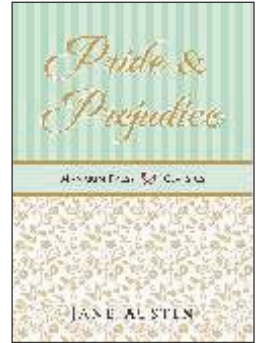
ABOUT THE BOOK

Pride & Prejudice is a novel of manners by Jane Austen. The story follows the main character Elizabeth Bennet as she deals with issues of manners, upbringing, morality, education, and marriage in the society of the landed gentry of early 19th-century England.

When Elizabeth Bennet meets Fitzwilliam Darcy for the first time at a ball, she writes him off as an arrogant and obnoxious man. He not only acts like an insufferable snob, but she also overhears him rejecting the very idea of asking her for a dance!

As life pits them against each other again and again, Darcy begins to fall for Elizabeth's wit and intelligence and Elizabeth begins to question her feelings about Darcy. But when Darcy saves her youngest sister Lydia from a scandal, Elizabeth starts to wonder if her pride has prejudiced her opinion of Darcy.

Through this tale about two warring hearts, Jane Austen weaves a witty satire about life in eighteenth century England. And though it was published more than two centuries ago, *Pride and Prejudice* continues to enthrall all readers to this very day.



ISBN: 9789-38622-1315
480 pg. | 2016 | PB | ₹ 265

Allegory | Ancient India in Popular Culture | Buddhism in Fiction | Fictional Buddhist Monks | Cultural Depictions of Gautama Buddha | Literature & Fiction

Siddhartha

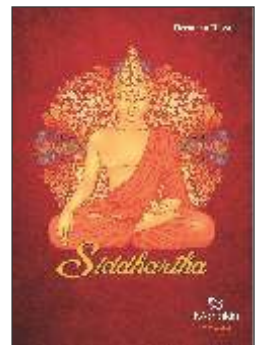
Hermann Hesse

ABOUT THE BOOK

Siddhartha – an Indian Tale by Hermann Hesse is about a son of a Brahman who in his quest for the truth rejects his father's faith. His way is through asceticism, meeting with the Buddha, love adventures and a secular life until he calms down and finally finds –enlightenment. In many ways the novel is a poetic parallel to the life of the Buddha. The book, Hesse's ninth novel, was originally written in German, in a simple yet powerful and lyrical style. It was first published in 1922, after Hesse had spent some time in India in the 1910s.

ABOUT THE AUTHOR

Hermann Hesse (2 July 1877 – 9 August 1962) was a German Swiss poet, novelist, and painter. In 1946, he received the Nobel Prize in Literature. His best-known works include *Steppen Wolf*, *Siddhartha*, and *The Glass Bead Game* (also known as *Magister Ludi*) which explore an individual's search for spirituality outside society.



ISBN: 9789-38622-1360
112 pg. | 2018 | PB | ₹ 195

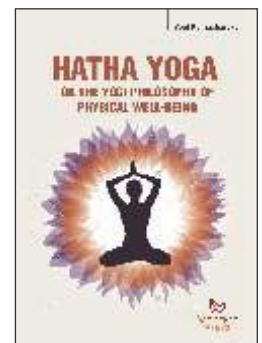
Yoga | Hatha | Education | General

Hatha Yoga or The Yogi Philosophy of Physical Well-Being

Yogi Ramacharaka

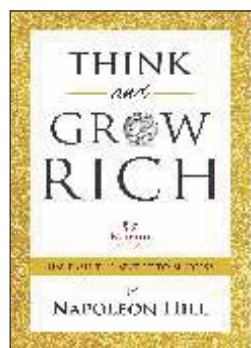
About the Book

Followers of the early-20th-century "New Age" philosophy of New Thought believed they could learn the secrets of mind over matter, and one of their most influential teachers-enormously popular writer and editor William Walker Atkinson, writing pseudonymously here-revealed to them, in this 1904 work, the teachings of Hatha Yoga. His lessons cover: . the body's Vital Force. The laboratory of the body how what we eat impacts the "life fluid" of the blood the yogi's approach to food and eating the yogi theory of the "prana absorption" of nutrients . mastering "yogi breathing" harnessing "pranic energy" rules for relaxation and much more. See also Series of Lessons in Gnani Yoga and Series of Lessons in Raja Yoga, also available from Cosimo. American writer WILLIAM WALKER ATKINSON (1862-1932) was editor of the popular magazine *New Thought* from 1901 to 1905, and editor of the journal *Advanced Thought* from 1916 to 1919. He authored dozens of *New Thought* books under numerous pseudonyms, some of which are likely still unknown today, including "Yogi Ramacharaka" and "Theron Q. Dumont."



ISBN: 9789-38667-7297
230 pg. | 2018 | HB | ₹ 595





ISBN: 9789-38667-7471
248 pg. | 2018 | PB | ₹ 195

Think and Grow Rich Unleash The Secret to Success

Napoleon Hill

ABOUT THE BOOK

Think and Grow Rich has earned itself the reputation of being considered a textbook for actionable techniques that can help one get better at doing anything, not just by rich and wealthy, but also by people doing wonderful work in their respective fields. There are hundreds and thousands of successful people in the world who can vouch for the contents of this book. At the time of author's death, about 20 million copies had already been sold. Numerous revisions have been made in the book, from time to time, to make the book more readable and comprehensible to the readers.

The book details out the most fundamental questions that once bothered the author, Napoleon Hill. The author once set out on a personal quest to find out what really made some people so successful. Why is it that some people manage to remain healthy, happy and financially independent, all at the same time? Why, after all, do some end up being called as lucky? The answers, no wonder, had to be no less than revelations.

For more than a decade, the author interviewed some of the wealthiest and most successful people in the world. It was based on what author learnt in the process from all these people, when asked about how they achieved not just great riches but also personal wellbeing. The author formulated hundreds and thousands of answers, into concise principles which when acted upon, many claim, can help one achieve unprecedented success.

The author has in many places narrated short stories and examples that help explain the concept at hand in an engaging manner. Think and Grow Rich teaches not just concepts but also methods. It is not a book that a reader can use for one time consumption. The book, even author recommends, has to be read one chapter at a time and in sequence. Several readers and even some motivational speakers claim to have been reading this book over and over again, few pages at a time, for a long time now. Till date, it remains the number one self help book in the world, as far as sales are concerned!

ABOUT THE AUTHOR

An American journalist, lecturer and author, Napoleon Hill is one of the earliest producers of 'personal-success literature'. As an author of self-help books, Hill has always abided by and promoted principle of intense and burning passion being the sole key to achieve success. Hill has authored numerous books among which Think and Grow Rich has been his most well-known works and had sold over 20 million copies back in the 1930s.

American born Napoleon Hill is considered to have influenced more people into success than any other person in history. He has been perhaps the most influential man in the area of personal success technique development, primarily through his classic book Think and Grow Rich which has helped million of the people and has been important in the life of many successful people such as W. Clement Stone and Og Mandino.



Total Eternal Reflection

Ashok Shah

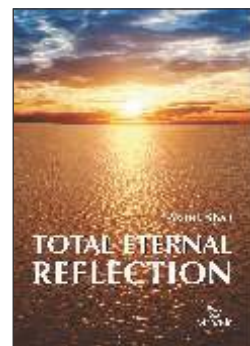
ABOUT THE BOOK

This book is the result of self-introspection of life and its manifestation in terms of the reality, we see outside with its relevance inside. Life is the only real phenomenon happening in our world, so splendid, and so fundamental with its unparalleled exquisiteness and unchallenged pristine existence that nothing else remains to be explored. We must not treat Life cheaply like a fashion to copy, to accumulate, to emulate and to become a slave of ideas or patterns away from the reality. The beauty of life reveals itself when we live our own, not following, not recurring in a system though how grand it may be. The truth of life cannot be an experience other than life itself.

ABOUT THE AUTHOR

He was born on 11 January, 1963 in Siwan, Bihar (India). In 1987, graduating from IIT Kanpur in Civil Engineering, he moved to IIT Delhi and did post graduation in Soil Mechanics and Foundation Engineering in 1989. After serving the Indian Railways for one year, he joined Indian Administrative Service in 1990. So far, he has worked in various capacities like; Collector and District Magistrate, Managing Director, Executive Director, Chief Executive Officer, Commissioner, Secretary in different departments. Presently, he is working as Principal Secretary to the Government of Madhya Pradesh. In addition to being a Philosopher, an Engineer, and an Administrator, he possesses deep concern for social awaking. He writes poems in Hindi and takes keen interest in Archaeology and Temple Architecture. He has authored six books of Hindi poetry namely:

1. Ma Ke Chhote Ghar Ke Liye; Padaw Prakashan Bhopal (1996). 2. Unke Sapne Sach Hon; Yatri Prakashan, New Delhi (1999). 3. Samay Mera Ghar Hai; Medha Books, New Delhi (2003). 4. Samay Ki Peeth Par Hasthakshar Hai Duniya; Radhakrishna, New Delhi (2006). 5. Samay Ke Paar Chalo; Radhakrishna, New Delhi (2009). 6. Pita ka Aakash, Shilpayan; New Delhi (2015). His books on Archaeology and Temple Architecture are: 1. Grandeur of Granite: Temples of Vyas Bhadora; Bookwell, New Delhi (2011). 2. Vintage Bhopa; Madhyam, Bhopal (2012). 3. Ashapuri: The Cradle of Paramara and Pratihara Art, Temples Unveiled; Bookwell, New Delhi (2014).



ISBN: 9789-38437-0541
150 pg. | 2016 | PB | ₹ 260

CONTENTS

1. Here is More Light, 2. Thought is Time, 3. Measurement, 4. The Escape through Desire, 5. Self-Enquiry, 6. I Must Have the Moon, 7. You Are Because I Am 8. Division is Disorder, 9. The Muddy Pool, 10. The Suffering Has Cause, 11. The Crisis in Mankind, 12. Are We Living At Window, 13. You Depend on Me 14. The Matter of Permanence, 15. Religion and Intelligence, 16. In The Mirror of Observation, 17. The Present We Have 18. The Change is Inside, 19. The Flame without Smoke, 20. The Element of Universe, 21. The Well was There, 22. Living is Meditation, 23. The Sound of Silence, 24. The Existence of Love 25. The, Love of Death, 26. Truth Alone is, 27. Live Simply, 28. At The River Bank, 29. Nature's Feast, 30. The Happiness of a Dog, 31. The Three Monkeys 32. The Little Child and The Cloudy Morning, 33. Full Moon, 34. The Squirrel, 35. The Master, 36. The Evening Meeting, 37. The Worm, 38. Father, 39. The Calf, 40. The Semal Tree, 41. Another Day with Squirrel, 42. The Three Birdies, 43. The Ashok Tree

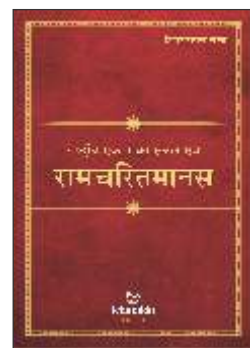
राष्ट्रीय एकता का सबल सूत्र: श्रीरामचरितमानस

शिवनारायण खन्ना

पुस्तक के बारे में

वर्तमान असहिष्णुता के वातावरण में हम भारत वासियों को अपनी अस्मिता बनाए रखना है। आज के दूषित वातावरण में आवश्यक है कि हम अपने महान पुरुषों, महर्षियों, साहित्यकारों, संगीतकारों, कलाकारों आदि की कृतियों में शांति, अहिंसा, संतोष, व्यास, दया, दान एकता आदि के सन्देश खोजें, उन पर मनन और चिन्तन करें और फिर उन पर आचरण भी करें।

गोस्वामी तुलसीदास कृत 'श्रीरामचरितमानस' एक महान साहित्यिक कृति है। महत्वपूर्ण बात यह है कि 'श्रीरामचरितमानस' में हमारी एकता के लिए अनेक संदर्भ और संकेत हैं। राष्ट्रीय एकता के परिप्रेक्ष्य में 'श्रीरामचरितमानस' के इन विखरे संदर्भों को प्रस्तुत पुस्तक में उजागर किया है। राष्ट्रीय एकता की दृष्टि से 'श्रीरामचरितमानस' के योगदान और विशेषकर आज के संदर्भ में इसमें सन्निहित उपदेशों पर आचरण की और भी अधिक आवश्यकता है।



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194 pg. | 2018 | HB | ₹ 595

विषय सूची

1. राष्ट्रीय एकता का सबल सूत्र: रामचरित मानस, 2. राष्ट्रीय एकता की दृष्टि से रामचरित मानस और मराठी संत कवि एकनाथ वृहत भीवार्थ रामायण, 3. मानस वेफ किसी भी काण्ड का पहला अंग्रेजी अनुवाद अदालत खां वृहत, 4. प्रारम्भिक विदेशी चिन्ताकों की दृष्टि में तुलसीदास, 5. रामचरित मानस वेफ अनुवाद, 6. रामकथा और मुस्लिम सहित्यकार, 7. उन्नीसवीं शताब्दी में मुद्रित रामचरित मानस वेफ प्रकाशन, 8. गोस्वामी तुलसीदास का वास्तविक नाम, 9. तुलसी साहित्य सन्दर्भ कोश, 10. रामचरित मानस में 'संत' महात्म्य



RECENT

FICTION & NON-FICTION



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60 pg. | 2018 | HB | ₹ 225

हुज़ूर, मैं आपका नमक खाता हूँ

शिवनारायण खन्ना

पुस्तक के बारे में

नाटकीय कथोप कथन के माध्यम से बच्चों के लिए साग-सब्जियों के गुण, रंग-रूप, पाचन-शक्ति और उनके खाने से लाभ-हानि का मनोरंजक शिक्षाप्रद वर्णन 'हुज़ूर! मैं आपका नमक खाता हूँ' पुस्तक में है। नाटक के माध्यम से विभिन्न साग सब्जियों की उपयोगिता और उनके रंग-रूप में अन्तर प्रस्तुत करते हुए पर्यावरण संबंधी जानकारी देना भी इस नाटक का लक्ष्य है।

अकबर और बीरबल के स्टेज पर आने से नाटक में हास्य और व्यंग्य का समावेश तो हुआ ही है साथ ही आज सर्वत्र फैली चापलूसी और चाटुकारिता भी उजागर हुई है। जिसे सामने देखा और जिससे अपना मतलब सधा उसकी चापलूसी और गुणगान कर मतलब निकलते ही उसकी बुराई और दोषारोपण आज आम बात है और यह शिक्षाप्रद नाटक उस ओर भी इंगित करता है।

स्कूलों में अभिनय की दृष्टि से इस नाटक की विशिष्टता यह है कि एक साथ लगभग एक सौ बच्चे भाग ले सकते हैं क्योंकि कुछ मुख्य पात्रों को छोड़कर बाकी सभी पात्र मात्र एकबार ही स्टेज पर आते हैं। दूसरी ओर कम बच्चे होने पर एक बच्चा ही अनेक रोल कर सकता है।

इस पुस्तक की खूबी यह है कि इसमें सम्मिलित सभी चित्र के. आर. मंगलम वर्ल्ड स्कूल, वैशाली की कक्षा-5 में पढ़ने वाली 10 वर्ष की बालिका कृति अरोड़ा ने बनाए हैं और वह भी मुद्रण से पूर्व केवल दो-तीन दिनों में।

विश्वास है नाटक के माध्यम से शिक्षा और चित्रांकन के साथ साथ हास्य और व्यंग्य की सृष्टि में यह नाटक मील का पत्थर साबित होगा।

लेखक के बारे में

डॉ शिवनारायण खन्ना का जन्म 18 नवम्बर, 1934 इटावा (उ.प्र.) में हुआ था। इनकी प्रारम्भिक शिक्षा: इटावा से और विश्वविद्यालयी शिक्षा: डी.ए.वी कॉलेज, कानपुर (आगरा विश्वविद्यालय से सम्बद्ध) प्राप्त की। इन्होंने पुस्तकालय विज्ञान में स्नातकोत्तर एवं पी.एच.डी. कलकत्ता विश्वविद्यालय से प्राप्त की।

सर्वथा नवीन विषय 'हिन्दी उपनामों का अनुशीलन एवम् अन्वेषण', सन् 1957-1990 भारत के राष्ट्रीय पुस्तकालय, कलकत्ता में विभिन्न उत्तरदायित्वपूर्ण वरिष्ठ पदों पर कार्य किया। सन् 1990-1993 दक्षिण पूर्व एशिया के व्यस्ततम सार्वजनिक पुस्तकालय दिल्ली पब्लिक लाइब्रेरी में निर्देशक के पद पर रहे। पिछले बीस वर्षों से 'नटरंग प्रतिष्ठान' में संग्रहालय प्रमुख रहे तथा नाटक एवम् रंगमंच की त्रैमासिक पत्रिका 'नटरंग' में वह व्यवस्थापक के भी पद पर रहे। उनका प्रथम प्रकाशन 'कमल कामिनी और कलकत्ता' सन् 1960 साप्ताहिक हिन्दुस्तान पत्रिका में प्रकाशित हुआ।

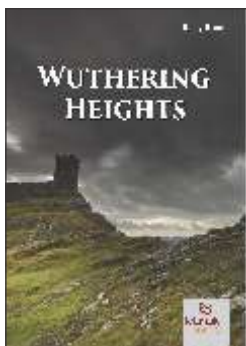
'पुस्तकालय: एक चिन्तन' सन् 1972, 'सात आधुनिक एकांकी' सन् 1976 में संपादक, 'उपनाम: एक अध्ययन-हिन्दी उपनामों का अनुशीलन एवम् अन्वेषण' सन् 1978, 'प्रज्ञाचक्षु सूरदास-अंतर्राष्ट्रीय वातायन से' सन् 1984, संपादक, 'तुलसी साहित्य संदर्भ कोश' सन् 1989, संपादक, 'बैंगन शरणम् गच्छामि' सन् 1992 (नाटक), 'श्री गीता तत्त्व चिन्तन', संपादक तथा 'पुस्तकालय विवेचन' सन् 2006 में कृतियाँ उच्चश्रेणी पर प्रकाशित हुई। इन्हें राष्ट्रपति द्वारा सन् 1970 में प्रशस्ति-पत्र एवं स्वर्ण पट्टित पदक से सम्मानित किया गया। उत्तर प्रदेश हिन्दी संस्थान, हिन्दी साहित्य सम्मेलन, सहत्राब्दी विश्व हिन्दी सम्मेलन आदि ने सम्मानित किया। विवाह विचार कोश पुस्तक 2014 में प्रकाशित हुई।

साहित्यकार उपनाम कोश, महात्मा गांधी साहित्य: हिन्दी अंग्रेजी संदर्भ कोश, उपन्यास कोश, राष्ट्रीय एकता का सबल सूत्र: रामचरित मानस, साहित्य के झरोखे से प्रेम और विवाह तथा कवियों ने नारी मुख कैसा देखा आदि प्रकाश्य हैं।

Fiction | Romance

RECENT

FICTION & NON-FICTION



ISBN: 9789-38622-1322
428 pg. | 2018 | PB | ₹ 595

Wuthering Heights

Emily Brontë

About the Book

Wuthering Heights is Emily Brontë's first and only published novel, written between October 1845 and June 1846, and published in 1847 under the pseudonym Ellis Bell; Brontë died the following year, aged 30. The decision to publish came after the success of her sister Charlotte's novel, Jane Eyre. After Emily's death, Charlotte edited the manuscript of Wuthering Heights, and arranged for the edited version to be published as a posthumous second edition in 1850. Wuthering Heights is the name of the farmhouse where the story unfolds. The book's core theme is the destructive effect of jealousy and vengefulness both on the jealous or vengeful individuals and on their communities.

About the Author

"He wanted all to lie in an ecstasy of peace; I wanted all to sparkle and dance in a glorious jubilee. I said his heaven would be only half alive; and he said mine would be drunk: I said I should fall asleep in his; and he said he could not breathe in mine."



Manakin Press | Fiction & Non-Fiction | 130

The Military Chronicles (A Series of the Army Trilogy) A Cadet's Unspeakable Truth!

Harsh Wardhan Pande

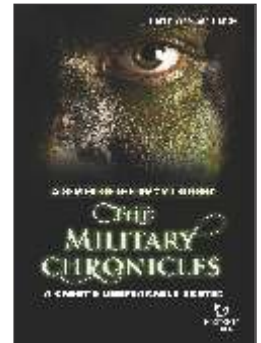
ABOUT THE BOOK

'The Military Chronicles' is about Harsh who wants to do well in life despite of his pitiable performances in all spheres of life. While pursuing a course at Jaipur, he hopelessly falls in love with a beautiful Radhika. With new determination to make something of himself, he ends up joining in the Indian Military Academy. The rough and arduous life of the Academy transforms him into a new person. Will his new life impress his lady love? or does fate have something else planned for him?

The book is a first in a three-part series - 'The Army Trilogy.'

ABOUT THE AUTHOR

Lt. Col. Harsh Wardhan Pande is a Computer Literate Science graduate. He got commissioned in the Indian Army in 2001 in a Cavalry regiment and has a vast experience of service in the counter insurgency-affected areas of Kashmir and the North East. His sixteen years of experience in the Army are reflected in his debut novel - 'The Military Chronicles.' Previously, his writing has been published in various local journals. He resides presently in Suratgarh, Rajasthan with his extended family comprising of his better half Neetu, his naughty son Google, his delicate Dalmatian Layla and his bickering Burmese cat Chanu!



ISBN: 9789-38667-7600
665 pg. | 2018 | PB | ₹ 795

CONTENTS

1. Principium: The Dawn of Love, 2. College Days, 3. The Train, 4. Litmus Test, 5. Medicaux, 6. Au Revoir: The Jaipur Chapter, 7. Initium Novum, 8. First Term: The Ikki's plight
9. Academy Darshan, 10. Mussoorie Nights, 11. Pahla Kadam: The First Step, 12. The Grind, 13. The Second Term, 14. Bhadrarj Annales, 15. Up, Up and Away!, 16. Last Term: The Transformation, 17. Antim Pag, Bibliography

Exitium. 3/12/2150

Saanika Kumar

ABOUT THE BOOK

What would you do if you knew the dates everyone in your life would die but weren't allowed to say anything? Knowing that every time you sat at dinner with your friend, they were subconsciously tick-tocking along with your death clock. What if one day everyone's date changed to 3/12/2150, except for yours?

I cut him off by saying, "I'm here because we both aren't going to die with everyone else in the world. Something bad is going to happen on the 3rd of December and I think I might know what."

"And what might that be?" He asked sarcastically.

"The end of the world."

ABOUT THE AUTHOR

Saanika Kumar is an aspiring author who lives with her family in Dubai, United Arab Emirates. Now 17-years-old, she was born in India and moved to Dubai when she was a few months old. She has loved writing ever since she was a child, and fiction is her favorite genre. Having written countless short stories, she was shortlisted for an award in the all-ages category of the Emirates Literature Festival. When Saanika is not busy with school and her academic pursuits, she can be found curled up with a book and her cuddly pets comprising of 4 cats and 3 dogs who depend on her for their numerous treats. The idea for this novel came to her in 2015 and was finally completed a few months ago. She has always been fascinated by other people's life stories, whether she knows them personally or not. That was one of the main reasons why she started writing. Writing has always been a way for her to express herself, not only her writing but other people's writing as well. One of her favorite quotes is, "I'm not afraid of dying. I'm afraid of not living."

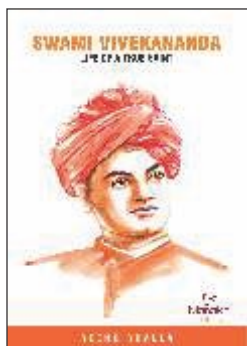


ISBN: 9789-38667-7686
94 pg. | 2018 | HB | ₹ 425



RECENT

BIOGRAPHIES



ISBN: 9789-38622-1544
156 pg. | 2017 | HB | ₹ 395

Swami Vivekananda

Life of A True Saint

Beenu Bhalla

ABOUT THE BOOK

Swami Vivekananda was an Indian Hindu Saint and main disciple of 19th Century Saint Ramakrishna. A true nationalist to core one who took both modern education and excelled in it and went deep into great Hindu Scriptures under the guidance of greatest of gurus of his time, who was revered by everybody, it is said that he talked and basked in glory of greatest of all mothers THE GODDESS KALI. Vivekananda gained true knowledge of Hindu Dharma, Philosophy, Yoga & Meditation, he is considered to be the first one from India to cross the bridge and preach Hindu Dharma to westerners in their own language. He brought great fame and name to Hindu Dharma which had gone down under the centuries of Moghul and then British rule. His most famous speech at the Parliament of World's Religions in Chicago in 1893 which began as "Sisters and brothers of America" and one in which he spoke about greatness of Hindu Dharma and way of life is considered amongst the greatest speeches ever in the world. Vivekananda preached of a dharma which taught true human service bereft of any caste, creed or color and said service to one's motherhood, brotherhood and society is supreme service to God.

ABOUT THE AUTHOR

Beenu Bhalla born in New Delhi on 6th May, 1969 and graduated from Atma Ram Sanatan Dharma College in 1989 and subsequently did his Masters in Political Science from DU and MBA in Sales and Marketing from IASE University, Rajasthan. He has qualified UGC NET exam in 1994. A ren personal publishing professional with a long professional career spanning from early 1990's to present wherein he worked in organization like Springer, Jones and Bartlett, Asian Books, I K International and others. Presently he is associated with Panworld Group New Delhi as Director Sales and Business Development and also as Director Publishing with Manakin Press Private Limited where he is doing his best to introduce cost effective text and reference books for the benefit of students in India and elsewhere. This biography of Great Swami Vivekananda is a humble tribute to a great personality and saint with, sole aim of bringing him closer to our younger generation.

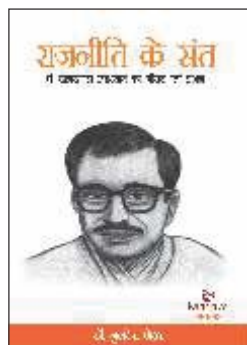
CONTENTS

1. Demonetisation: Concept, 2. JAM Trinity: Jan Dhan Yojana, Aadhar, Mobile Banking, 3. Demonetisation and Corruption: A Global Perspective, 4. Black Income, Money and Wealth: Parallel Underground Economy, 5. Demonetisation, Terrorism and Other Criminal Activities, 6. Counterfeit Currency: Lessons from International Experience, 7. Cashless Society: International Perspective, 8. Towards a Transformed Economy, Index

Humanities | Auto Biography

BESTSELLER

BIOGRAPHIES



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राजनीति के संत

पं. दीनदयाल उपाध्याय का जीवन एवं दर्शन

डॉ. गुलरेज शेख

पुस्तक के विषय में

पं. दीनदयाल उपाध्याय के जीवन पर आधारित यह प्रकाशन एक प्रयास है, महान आत्मा के जीवन दर्शन को दर्शाने का। इस पुस्तक का उद्देश्य, पं. दीनदयाल उपाध्याय के जीवन के संग उनके सामाजिक एवं राजनैतिक विचार, जो कि मानवता के सिद्धान्तों से ओत-प्रोत हैं तथा बिरले ही राजनैतिक विचारकों से प्राप्त होते हैं, पर प्रकाश डालना है।

इस पुस्तक के माध्यम से हमारा आशय प्रतिकूल सामाजिक, आर्थिक एवं राजनैतिक परिस्थितियों के चलते भी किस प्रकार से एक व्यक्ति न केवल स्वयं अपितु समाज निर्माण में भी अपना दायित्व सकारात्मक रूप से पूर्ण कर सकता है पर भी प्रकाश डालना है। सामान्य परिवार में जन्म, बाल्यवस्था में माता-पिता का निधन, दरिद्रता एवं शिक्षा ग्रहण करने हेतु अमृदु पथ पं. दीनदयाल उपाध्याय को पथभ्रष्ट करने में अक्षम रहे। बालकाल से, जनसंघ के राष्ट्रीय अध्यक्ष तक की यात्रा का प्रत्येक पड़ाव आधुनिक भारत के युवाओं हेतु मानवता, राष्ट्रवाद एवं व्यक्तित्व निर्माण का सर्वोच्च दर्शन है।

जिस समय विश्व समाजवाद या पूंजीवाद के जटिल प्रश्न पर व्याकुल था, उस समय पं. दीनदयाल उपाध्याय ने विश्व को एकात्म मानवदर्शन का व्यवहारिक सिद्धांत प्रदान किया। आशा है, इस पुस्तक के माध्यम से हमारा सूक्ष्म प्रयास महान आत्मा का दर्शन प्रदान करने में कारगर सिद्ध हो।

लेखक के विषय में

डॉ. गुलरेज शेख, बी.डी.एस., मध्य प्रदेश के निवासी हैं तथा व्यवसाय से दंत रोग विशेषज्ञ हैं। सामाजिक क्षेत्र में कार्यरत लेखक शिक्षण संस्थाओं एवं मानवाधिकारों हेतु प्रयासरत गैर शासकीय संगठनों से संबद्धित हैं। लेखक की रुचि चिकित्सा विज्ञान के अलावा राजनैतिक शास्त्र, भारतीय व आधुनिक यूरोपीय इतिहास एवं दर्शन शास्त्र में है।

विषय सूची

जन्म, संघर्षमय बचपन, साहसी, कष्टमय एवं मेधावी छात्र जीवन, प्रशासनिक सेवा परीक्षा में कौशल प्रदर्शन, संघजीवन, जनसंघ का दीपक, ईश्वरीय सत्ता में विलीन हुआ 'दीपक'



The Diary of a Young Girl

Anne Frank

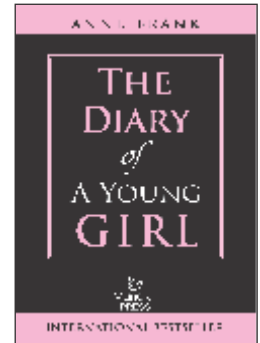
ABOUT THE BOOK

The book, 'The Diary of a Young Girl' is a compilation of diary writings of Anne Frank, a girl who had to resort to hiding along with her family because of the Nazi occupation. This book has received widespread publicity and is one of the most famous literatures of the Nazi era. This book has been translated in more than 60 languages and has received critical acclamation. Anne Frank died of typhus in a concentration camp and her diary was successfully retrieved by Miep Gies, who handed it to Anne's father, the lone survivor from the family. It was her father who then published the diary.

Anne Frank received a blank diary as a birthday present on her 13th birthday. She soon started using it and kept updating it regularly. She noted all major events and also wrote down various personal experiences. She maintained the diary regularly even during her tough times when her family went into hiding. This diary presents a distinctive account of the events that happened during that time and talks about the hardships faced by Jewish people due to the concentration camp. This diary reflects the cruelty of Nazism and the horrifying truths of Holocaust. The diary is written in three volumes which depict the three phases of her hiding life. In all senses, this book is a gripping read that showcases the dark side of humanity.

ABOUT THE AUTHOR

Anne Frank was a German Jew who was a victim of the Nazi cruelty. She is one of the most popular and discussed Jewish victims of the Holocaust. She is known for her diary which she wrote during her hiding days in Netherlands. She died due to typhus in the Bergen-Belsen concentration camp. There is a statue of her created by Mari Andriessen, outside the Westerkerk in Amsterdam. Plus, an Anne Frank Educational Centre is set up where Anne lived with her family. In 1999, Time magazine included her in their list of The Most Important People of the Century. Plus, Madame Tussauds wax museum has an exhibit that features her. In 1995, Asteroid 5535 Annefrank was named in her honor.



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Mahatma Gandhi | Indian Autobiographies | Political autobiographies | Nonviolence

The Story of My Experiments with Truth

Mahatma Gandhi

ABOUT THE BOOK

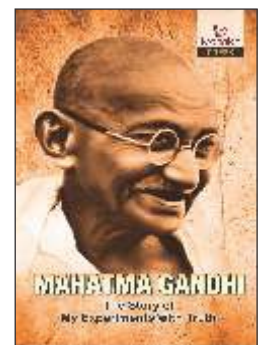
The Story of My Experiments with Truth is the autobiography of Mohandas Karamchand Gandhi, covering his life from early childhood through to 1921. It was written in weekly instalments and published in his journal Navjivan from 1925 to 1929. Its English translation also appeared in installments in his other journal Young India. It was initiated at the insistence of Swami Anand and other close co-workers of Gandhi, who encouraged him to explain the background of his public campaigns. In 1999, the book was designated as one of the "100 Best Spiritual Books of the 20th Century" by a committee of global spiritual and religious authorities.

ABOUT THE AUTHOR

Mohandas Karamchand Gandhi, whom people lovingly called 'Bapu' is popularly known as Mahatma Gandhi. He was born on October 2, 1869 at porbandar in Gujarat. He received his early education at home which was highly influenced by his parents.

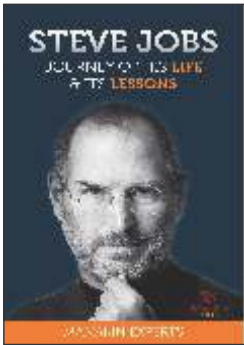
He was sent to England for higher studies. He studied law and in 1891 was called to the Bar. While practicing law in South Africa. He guided the Indians there to struggle against injustice, tyranny, and cruel laws. It was a non-violent successful movement.

After 21 years he returned to India and joined the struggle for India's Independence. Sabarmati was the centre of his many activities of non-violent, non-cooperation movements. For this, he was sent to jail many times. He fought against injustice fearlessly and was a tyranny everywhere. He strongly believed in Satyagraha which is a fight based on truth against injustice, cruelty and untruth. He successfully led the countrymen to their freedom in August 1947.



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Steve Jobs Journey of his Life & Its Lessons

Manakin Experts

ABOUT THE BOOK

Steven Paul popularly known as "Steve" was an American businessman, Inventor and one of the founder member, chairman, and CEO of Apple Inc. Steve Jobs is perhaps one of the most iconic names of the present times as since time immemorial the quest to simplify the lives of human race has revolved around innovation and development of technology and it was his single headed faith and belief in innovating and creating products that stand out not only on quality but on its promise and deliver that also, he single handedly created one of the most iconic brands of our times Apple synonymous with iPad & iPhone.

Such is the impact of his creation "Apple" that today its annual turnover is approx 227 Billion USD. This is more than annual GDP of many countries and in the Indian context, it is almost 10% of our annual GDP

ABOUT MANAKIN EXPERTS

Steve Jobs, Journey of his life & Its Lessons is authored by a team of experts specially created for this purpose. The team comprises of experts drawn from academia, professionals from business & taxation field and lastly but not the least our editorial experts most of whom are english language & literature experts from the top institutions of India and abroad. While working on this project the sole purpose of the authors was to keep its language simple and easy to understand. We are sure that all readers will feel inspired by life and accomplishments of one of the greatest achievers of the present century.



Terrorism

Its Legal Framework and Beyond

Ed. by: Mithilesh N. Bhatt

ABOUT THE BOOK

India's Internal National security has been facing many threatening challenges i.e. Cross-border threats - Jammu and Kashmir Militancy, Insurgency, Terrorism, Communal Violence, Caste and Linguistic Violence, Technological challenges, Corruption, Threats due to Vote bank politics, violent agitations, Left Wing Extremism, Organized Crimes Human trafficking, Illegal migration etc. Among all, terrorism is the most dominant danger to peace and security of nation. Though terrorism is a very common phenomenon all over the world but there is no official or universal definition of terrorism agreed on by everyone. Despite decades of assimilation of academic literature on the subject of terrorism no commonly accepted definition has been formed. Many legal and judicial steps have been taken to fight all these threats but at the same time the threats keep changing their face with the change of time. The present book is an effort by like minded academicians and scholars to highlight the issue of terrorism and its different facets along with the menace of other internal security challenges which at times are as grave as terrorism.

ABOUT THE EDITOR

Dr. Mithilesh Narayan Bhatt is Assistant Professor of Law at Sardar Patel University of Police, Security and Criminal Justice, Jodhpur. Prior to this Dr. Bhatt was Assistant Professor of Law at Raksha Shakti University, (Government of Gujarat) Ahmadabad. Earlier he has completed Post-doctoral Research with General Fellowship of (Postdoctoral Fellow) Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He did his Ph.D. in Law from Jai Narain Vyas University, Jodhpur with University Scholarship (2006-07) and Doctoral Fellowship (2007-09) by Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He has also qualified UGC-NET examination (June, 2006).

Prior to it Dr. Bhatt has done LL.M. in Human Rights, LL.B. (New Scheme) and B.Sc. in Science-Biology branch. Dr. Bhatt has served as Guest faculty in Faculty of Law, Jai Narain Vyas University, Jodhpur during session 2009-10 and 2010-11 and also worked as an invigilator in various University exams as well as in UGC-NET examinations. He is Managing editor of International Journal of Police, Security and Criminal Justice (a Journal of Police University, Jodhpur). He was also Assistant Editor of "Indian Human Rights Law Review" (a biennial peer reviewed refereed journal) published by R. Cambray & Co. Private Ltd., Kolkata (ISSN-2230-7036).

Dr. Bhatt has publications in form of book (2), International refereed Journal (5), National Refereed Journal (11), Chapters in edited books (12), articles in case reporter of National repute (2) and many other publications. Dr. Bhatt has participated and presented Papers in 9 International Seminars and 35 National Conferences, Seminars and Workshops. He has completed one orientation programme, one refresher course and 8 other important training courses. More so he has delivered many invited lectures at several institutions like Rajasthan Police Training Centre, Jodhpur.

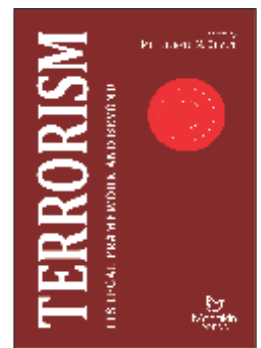
He is Life member of many reputed bodies like Indian Society of International Law, New Delhi, Member-Advisory Board of American Academic & Scholarly Research Center (AASRC), All India Law Teachers Congress, New Delhi and All India Federation of University and College Teachers' Organization (AIFUCTO), Hyderabad.

ACHIEVEMENT



CONTENTS

1. Theories and Different Kinds of Terrorism – *Caesar Roy* , 2. Anti-Terror Laws in India: A Study in the Internal Security Mechanism – *Vijay P. Singh, Subir K. Bhatnagar*, 3. Terrorism in India: A Potential Threat to the National Integrity Vis-À-Vis Human Rights – *Mithilesh Narayan Bhatt* , 4. Terrorism: A Study of Meaning, Causes and Evolution with Special Reference to India – *Tweisha Mishra*, 5. Critical Evaluation of the Process Under Anti-Terrorist Laws in India – *S.G. Goudappanavar*, 6. International Conventions and Role un Agencies in Combating Terrorism: An Overview – *Hotur Krishna Bharadwaj* , 7. Terrorism Under International Criminal Law: An Overview – *Shachi Barot* , 8. Narco Terrorism: An Infinite Quest for Future Solution – *Saira Gori, A. Maris Port*, 9. Scrutinizing Armed Forces (Special Powers) Act, 1958 in North East India in Context of Human Rights and Humanitarian Law – *Jinamoni Baruah*, 10. AFSPA: The Beginning, Judicial View and Public Perception – *Bhavinee Singh* , 11. Demographic Challenges in North-East India with a Special Focus on Illegal Immigration [An Analytical Study] – *S.S. Das* , 12. Policing in India, Politicization of the Indian Police System and Safeguarding the Human Rights – *Joshua N. Aston*, 13. Human Trafficking-The Indian Perspective – *Avin Tiwari, Ganeshji Tiwari*, 14. The Law on Parole and Probation in India Requires a Relook – *Souvik Chatterji*, 15. National Cyber Security Policy, 2013: An Analysis – *Chitta Ranjan Gogoi*, 16. Organized Crime in India, Annexures, Bibliography – *Mahak Rathee, Nishit Shah*

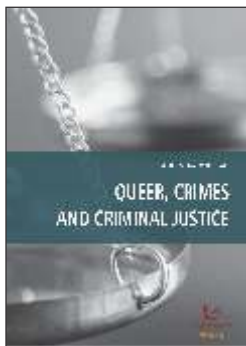


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NEW

LAW



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Queer, Crimes & Criminal Justice

Mithilesh Narayan Bhatt

ABOUT THE BOOK

The Queer/Sexual minority which inter alia includes lesbian, gay, bisexual, and transgender (hereinafter LGBT) people is not a new phenomenon in today's scenario. LGBT share a particular experience of their own sexual desires, as potentially directed toward a person of the same gender. They have transformed these experiences, desires, and practices into a social identity, a sexual orientation, which serves as a marker of individual selves and of a group.

Gay, Lesbian and Bisexuals, are considered as homosexuals whereas Transgender is used as an umbrella term. It can be used broadly to describe individuals that do not conform to the gender role expectations of their biological sex. The social stigma associated with non-conventional sexual orientation, gender behaviour or cross-gender identity still leads to social isolation for sexual minority. In many parts of the world including India, being member of sexual minority is not seen as a right, but as a wrong. Homosexuality is considered a sin or an illness, a social or ideological deviation, or a betrayal of one's culture. The systematic exclusion for sexual minor people from law and society is not contemporary practice but it has been coming from many ancient societies, laws, culture and Justice Systems. The most striking aspects of crimes and practices against LGBT individuals are the extent to which these crimes go unreported.

Research data have revealed that the social and legal situation of LGBT people, however, continues to be worrying. Homophobic and transphobic hate speech and hate crimes are result of apathy towards them from all corners. Many hate crime victims also prefer to suffer the trauma of victimisation in silence rather than to expose themselves to any risk of being attacked a second time. Other reasons include the fear of being out. The book concludes with some strong and viable recommendations, which are requisite to ensure safe and proper place to LGBT in society, inculcating humane approach in to laws and criminal justice system. Educations and awareness programmes through various means and various places can bring positive changes.

ABOUT THE AUTHOR

Dr. Mithilesh Narayan Bhatt is an Assistant Professor of Law at Sardar Patel University of Police, Security and Criminal Justice, Jodhpur. Prior to this Dr. Bhatt was Assistant Professor of Law at Raksha Shakti University, (Government of Gujarat) Ahmadabad. Dr. Bhatt has completed Post-doctoral Research with General Fellowship of (Post-doctoral Fellow) Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He was also awarded his Ph.D. in Law by Jai Narain Vyas University, Jodhpur with University Scholarship (2006-07) and Doctoral Fellowship (2007-09) of Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He has qualified the UGC-NET examination (June, 2006).

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ACHIEVEMENTS



Dr. Bhatt has participated and presented Papers in 8 International Seminars and 34 National Conferences, Seminars and Workshops. He has completed one orientation programme, one refresher course and 6 other important training courses. More so he has delivered many invited lectures at several institutions like Rajasthan Police Training Centre, Jodhpur. He is members of many reputed bodies like Indian Society of International Law, New Delhi; Member-Advisory Board of American Academic & Scholarly Research Center (AASRC); All India Law Teachers Congress, New Delhi and All India Federation of University and College Teachers' Organization (AIFUCTO), Hyderabad.

CONTENTS

1. Introduction, 2. Medical Aspects of Sexual Minority (LGBT) 3. Rights of Sexual Minority under Human Rights Law vis-à-vis Criminal Justice System 4. Sexual Minority, Crimes and Criminal Laws Across the Globe 5. Global Overview of Available Literature and Condition of Sexual Minority 6. Sexual Minority Crimes and Criminal Justice System: A Study based on Empirical Account 7. Conclusions and Recommendations **Annexure-1** Sample Sizes for Each Set of Respondents **Annexure-2** Questionnaire **Annexure-3** Global Legal Snapshot **Annexure-4** RTI Filed and It's Reply *Bibliography, Glossary of Terms, Index*



Cyber Crimes in 21st Century

Nidhi Saxena

ABOUT THE BOOK

Very conveniently we may describe our time as an internet era for the reason that it has been marked by such enormous developments which could never have been imagined just few years back. Almost every aspect of life has been digitalised from purchasing travelling tickets to procuring food packets, medicine, and even medical advice, ensuring the security of house, transforming the mode of livelihood, and what not. More so, the life has become globalised, it has brought the people closer irrespective of geographical distance or detachments.

With this, behavioural changes have also been witnessed in the contemporary society. Along with facilitating the transfer of information regarding the knowledge, both technological and general, equally, it has generated possibilities for the commission of new genre of crimes, known as Cyber crime.

Cyber crime may be defined as criminal activities carried out by means of computers or internet and it includes the transformation of criminal activities in virtual world, particularly computer integrity crime (such as, hacking, cracking and denial of services), computer assisted crime (namely, cyber fraud and cyber terrorism, cyber laundering), computer content crime (for instance, pornography, cyber stalking, voyeurism offensive communication pornography) and so on so forth.

Authors have made every effort to enthuse the readers to go through the book and feel enlightened to delve into various aspects of the developing areas of the cyber crimes, like -

- Cyberspace and transformation of criminal activities;
- A General Perspective of Cyber Crime;
- Computer Integrity Crime: Cyber Hacking/Hacking, Cracking and Denial of Service;
- Computer Assisted Crime: Cyber Fraud and Cyber Terrorism, Cyber Laundering;
- Computer Content Crime: Pornography, Cyber Stalking, Voyeurism Offensive
- Communication;
- Law and Order on the Cyber Beat; and
- Cyber crime Future: The Automation of Offender-Victim Engagement.

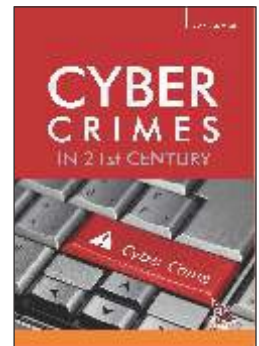
Along with synchronizing various aspects of the problems related with dealing in the Cyber crime, efforts have been made to pinpoint the relevant provisions of laws, particularly, the provisions of the Information Technology Act, 2000 amended in 2008. Suggestions have also been made for improvement at the appropriate places.

In view of above, the editor of this book very humbly hopes that it will be useful not only to those who are learned in law, law students and research scholars but also to the public in general, since endeavour has been made to provide adequate and reliable position of the prevailing law.

ABOUT THE EDITOR

Dr. Nidhi Saxena is a research scholar of repute; she has earned her doctorate degree on the topic "Cyber Crime- Misuse of Electronic Technology- A Legal Study in the Light of Human Rights" from Babasaheb Bhimrao Ambedkar University (Central University), Lucknow in 2009. She has published number of papers in international as well as national journals, mostly dealing with the issues related to Cyber Law. She has vivid experience of participating in conferences, national and international, symposium, workshops etc. She has delivered number of talks on Cyber Law, Cyber Crime and Human Rights in various Institutions and Universities. She has been honoured by being invited to deliver lectures on human right under the auspices of State Human Rights Commission, Sikkim and has privilege to be associated with the Indian Society of International Law, and number of other educational bodies as member.

Presently, she is working as Assistant Professor, in the Department of Law, Sikkim University, Gangtok. Before joining Sikkim University, she has served various other institutions. Generally her favorite subject has been Cyber Law. Besides, she devotes her time in guiding research leading to doctoral and master's degree.



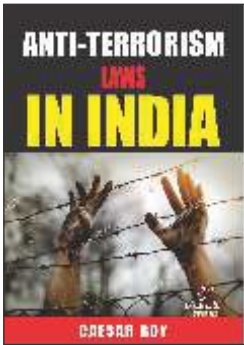
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Section-1 Cyberspace and the Transformation of Criminal Activity, 1. Cyber Crime in India: Time Series Study of Cyber Crimes at State Level, **2.** Cyber Security Policies of China and the National Security Exception of GATT, **3.** Cyber Privacy in Indian Constitution and International Perspectives, **SECTION-2 Crime—A General Perspective of Cyber Crime, 4.** Crime – A General Perspective of Cyber Crime, **5.** Trends and Challenges of Cyber Crime Laws in USA and India—A Comparative study, **6.** Legal Control of Right to Speech and Expression in Virtual Space, **SECTION-3 Computer Integrity Crime: Cyber Hacking/Hacking, Cracking and Denial of Service, 7.** Cyber Hacking Laws in India – An Analytical Study, **8.** Cyber Security in Banking System vis-a-vis Threats to Financial System of the Country, **SECTION-4 Computer Assisted Crime Virtual Robberies, SCAMS and Thefts, Cyber Fraud and Cyber Terrorism, 9.** Cyber Warfare and its Legal Consideration, **10.** The Issue of Privacy in E-Commerce, **11.** Complexity of Cyber Laundering, **12.** Cyber Terrorism – A Rising Threat to India's Security [An Analytical Study in Socio Legal Perspective], **SECTION-5 Computer Content Crime: Pornography, Cyber Stalking, Voyeurism Offensive Communication, 13.** The Emerging Trends in the Matters of Cyber Crime Against Women and Regulations in India, **14.** An Ex's Appetite for Revenge and its Devastating Consequences on a Victim Life in the Internet Era, **15.** Digital Voyeurism and Cyber Stalking in Digital Environment, **16.** Corporate Liability for Data Protection in India: A Critical Analysis of S.43 A of the Information Technology Act, 2000(Amended in 2008), **SECTION-6 Law and Order on the Cyber Beat, 17.** Justice Procedure with Digital India Programme: An Effective Green Channel of Criminal Justice System in India, **SECTION 7 Cyber Crime Futuers: The Automation of Offender-Victim Engagement, 18.** Darknet: Cloak of Anonymity, **19.** Cyber Murder: A New Dimension to the Crime of Murder



RECENT

LAW



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Anti-Terrorism Laws in India

Caesar Roy

ABOUT THE BOOK

There is need for stringent provision for prevention of terrorism. In a country like India if a law regarding terrorism is enacted it should be made so stringent that the culprit be brought to book and does not go scot-free just because of loopholes or lacunas. The need for special laws to combat terrorism cannot be under estimated, actually the problem lies with the implementation of laws and the abuse of powers conferred on the authorities under the special laws.

This book has been divided into seven chapters. Chapter one introduces the subject. Chapter two highlights the antiterrorism legislations in India. Those Laws are discussed in Chapter three. These laws have been discussed in two heads – preventive laws and punitive laws. It includes the enactment and consequential repeal of various Antiterrorism legislations in India. A significant question arise in this respect is; whether the terrorism can be prevented in the present shape and from altogether through law. The relevant issues have been discussed in this chapter. This chapter analytically explains anti-terrorism legislations in India. A study of such laws of those countries would be of great help in formulating a similar law for India. Need of extra ordinary legislations on anti-terrorism legislations in India and the constitutional validity of these laws are discussed in Chapter four. Some of the important features of the anti-terrorism laws of different countries are discussed in chapter five. In a democratic country like India, the role of judiciary is significant. Judiciary is a faithful keeper of the constitutional assurances. Judicial approach on anti terrorism legislations in India have been discussed in chapter six. It includes the trends of various High Courts and Supreme Court decisions on terrorism. In the last chapter some suggestions have been given to make anti-terrorism laws more effective.

Key Features:

- In single copy the knowledge about terrorism in India and abroad can be gathered.
- This book is a classic work on the subject that clarifies the anti-terrorism laws in a straight forward and easily comprehensive style.
- Covers all aspects and dimensions of anti-terrorism laws in India.
- Laws on terrorism of India and of different countries are elaborately discussed.
- Role of judiciary on terrorist activities in India are mentioned and referred in numerous Supreme Court and High Court judgments.
- Some valuable suggestions are put forward to make the laws on terrorism more effective.

ABOUT THE AUTHOR

Caesar Roy has passed LL.B from Calcutta University and completed LL.M in Criminal Law. He has been awarded Ph.D (Law) from the University of Burdwan, West Bengal. His topic of the thesis is "Legal Control of Terrorism – An Analytical study with reference to India." He has also completed PG Diploma in Criminology and Forensic Science. Besides he also successfully completed various Certificate Courses in Criminal Law. Now he is serving as Assistant Professor of Law at Midnapore Law College, West Bengal. Before joining he has practiced as an Advocate for three years. He has teaching experience for more than 8 years.

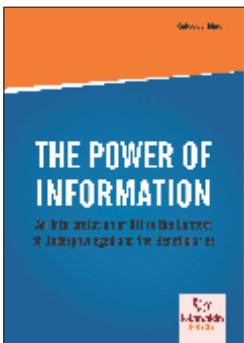
He has also participated in various Seminars, Conferences and Symposiums and also published several articles and writings in various national and international journal and edited books. The author is the Member of various Professional and Learned Bodies and Societies.

CONTENTS

1. Introduction, 2. Anti-terrorism legislations in India, 3. Discussions on anti-terrorism legislations in India, 4. Need of Extra-ordinary laws and its Constitutional validity in India, 5. Anti-terrorism legislations of some countries, 6. Indian Judiciary on Anti-terrorism legislations in India, 7. Conclusion and Suggestions, Bibliography

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LAW



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The Power of Information An Interpretation of RTI in the Context of Underprivileged and the Beneficiaries

Kuldeep Singh

ABOUT THE BOOK

What are the most common dreams and why do we have them? What does a dream about death mean? What do dreams of swimming, failing, or flying symbolize? First published by Sigmund Freud in 1899, The Interpretation of Dreams considers why we dream and what it means in the larger picture of our psychological lives. Delving into theories of manifest and latent dream content, the special language of dreams, dreams as wish fulfillments, the significance of childhood experiences, and much more, Freud, widely considered the "father of psychoanalysis," thoroughly and thoughtfully examines dream psychology. Encompassing dozens of case histories and detailed analyses of actual dreams, this landmark text presents Freud's legendary work as a tool for comprehending our sleeping experiences. Renowned for translating Freud's German writings into English, James Strachey—with the assistance of Anna Freud—first published this edition in 1953. Incorporating all textual alterations made by Freud over a period of thirty years, it remains the most complete translation of the work in print.

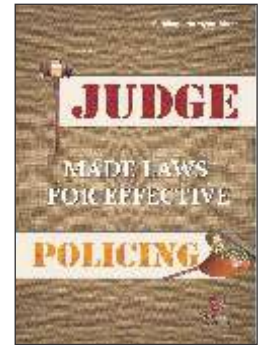


Judge Made Laws for Effective Policing

Mithilesh N. Bhatt

ABOUT THE BOOK

The Police is a key agency of the Criminal Justice administration and responsible for performing multi-facet functions such as the prevention of crime, maintenance of law and order, conduct of investigation of crimes, production of under trials before the Courts and post sentence surveillance over the criminals: etc. Law is dynamic and constantly changing therefore legal training and awareness to all level of law enforcement agencies are important. Law also includes "Judge Made Law." (The Judgments of the Supreme Court of India which are accorded the highest precedential value in terms of the Article 141 of the Constitution which reads : The Law declared by the Supreme Court shall be binding on all courts within' the Territory of India") This book is aimed to make aware the police and other law enforcement agencies about the development of case laws, guidelines regarding protection of privacy of victim of rape and other offences, Court rulings related to use of Forensic Science in Investigation of cases with special reference to polygraph, narco-analysis, DNA, Cyber Forensics etc., Important Rules of the Supreme Court and High Court related to Arrest, Bail, Search and seizure, Hostile Witnesses, further investigation etc., Procedure to be followed when arresting a person outside state, Court Rulings related to investigation of cases, Police Action in Civil Matters, main shortcomings in the process of investigation of criminal cases, etc.



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Pub. Date: November 2018

ABOUT THE AUTHORS

Dr. Mithilesh Narayan Bhatt is Assistant Professor of Law at Sardar Patel University of Police, Security and Criminal Justice, Jodhpur. Prior to this Dr. Bhatt was Assistant Professor of Law at Raksha Shakti University, (Government of Gujarat) Ahmadabad. Earlier he has completed Post-doctoral Research with General Fellowship of (Postdoctoral Fellow) Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He did his Ph.D. in Law from Jai Narain Vyas University, Jodhpur with University Scholarship (2006-07) and Doctoral Fellowship (2007-09) by Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He has also qualified UGC-NET examination (June, 2006).

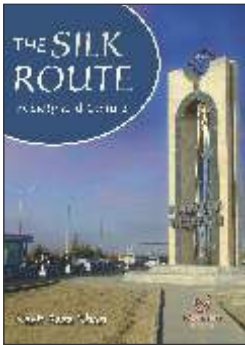
Prior to it Dr. Bhatt has done LL.M. in Human Rights, LL.B. (New Scheme) and B.Sc. in Science-Biology branch. Dr. Bhatt has served as Guest faculty in Faculty of Law, Jai Narain Vyas University, Jodhpur during session 2009-10 and 2010-11 and also worked as an invigilator in various University exams as well as in UGC-NET examinations. He is Managing editor of International Journal of Police, Security and Criminal Justice (a Journal of Police University, Jodhpur). He was also Assistant Editor of "Indian Human Rights Law Review" (a biennial peer reviewed refereed journal) published by R. Cambray & Co. Private Ltd., Kolkata (ISSN-2230-7036).

Dr. Bhatt has publications in form of book (2), International refereed Journal (5), National Refereed Journal (11), Chapters in edited books (12), articles in case reporter of National repute (2) and many other publications. Dr. Bhatt has participated and presented Papers in 9 International Seminars and 35 National Conferences, Seminars and Workshops. He has completed one orientation programme, one refresher course and 8 other important training courses. More so he has delivered many invited lectures at several institutions like Rajasthan Police Training Centre, Jodhpur.

He is Life member of many reputed bodies like Indian Society of International Law, New Delhi, Member-Advisory Board of American Academic & Scholarly Research Center (AASRC), All India Law Teachers Congress, New Delhi and All India Federation of University and College Teachers' Organization (AIFUCTO), Hyderabad.



RECENT



The Silk Route Society and Culture

Nasir Raza Khan

ABOUT THE BOOK

The aim of this book *The Silk Route: Society and Culture* is to analyse the Society and culture along the historical Silk Route, and to investigate the various routes linking India with the Central Asian courtiers. In the recent year, in the region of Central Asia and its neighbourhood there has been a growing competition for the revival of the historical 'Silk Route'.. Today, the reality of this historical Silk Route or Road is re-emerging in a new geopolitical context, with the potential for shared prosperity among the states connected within this route. The new Silk Road of the 21st century covers almost all modes of communication infrastructure and transportation including road network, rail and oil and gas pipeline.

During the last twenty year several researches have been done of the history and the rival of the Silk Route, the present volume is given a resume of these efforts and researches, unfolding the potential of India's relation with Central Asian.

ISBN: 9789-38667-7495
126 pg. | 2018 | HB | ₹ 895

ABOUT THE AUTHOR

Nasir Raza Khan (Ph.D.) is Offg. Director of the India-Arab Cultural Centre, Jamia Millia Islamia, New Delhi, and former Director of the Lal Bahadur Shastri Centre for Indian Culture, Tashkent, Uzbekistan. His recent publications include *India, Central Asia and the World Powers* (2013), *Regional Sufi Centres in India: Significance & Contribution* (2015), *India and Central Asia: Geopolitics, Economy and Culture* (2016) and *Sufism in India and Central Asia* (2017).

CONTENTS

Preface, Introduction, **1.** Silk Route' Past, Present and Future, **2.** On Going Projects for Silk Route Revival, **3.** Revival of The Silk Route in Present Scenario, **4.** Prospects and Potentials of The Silk Route, **5.** Tourism Prospects, **6.** End Notes, **7.** Select Bibliography, **8.** Index



Environmental Impact Assessment

K.M. Baharul Islam | Zafar Mahfooz Nomani

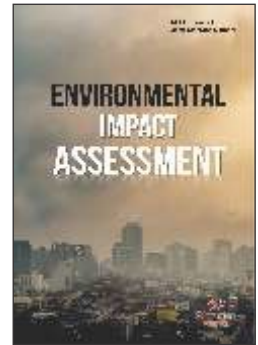
ABOUT THE BOOK

Environment Impact Assessment: Theory & Practice deals with theoretical, practical, managerial and legal issues in multidisciplinary holism to suit Indian environmental planning and governance. Environment Impact Assessment is not only considered a tool for sustainable development but a promissory augury of creation of equitable regime for ecosystem governance. The book is laced with polemical issues in dexterous detail to cater erudite demand of environmental planners besides fulfilling the void of curriculum and pedagogic requirements of technical universities, environmental management and legal studies. The book offers diversity of thoughts across discipline on Environment Impact Assessment discourse in rounded perspective having immense potential for textual and reference utilities. The treatment of subject is not only discursive but paradigmatic to eradicate contemporary crisis in Environment Impact Assessment regime. It combines theoretical postulate with deeper empiricism and penetrative case studies to make an intriguing subject of Environment Impact Assessment with greater ease and lucidity.

ABOUT THE AUTHORS

Dr. K.M. Baharul Islam has been teaching and researching in the area of Communications, Corporate Law, Education, Development and Planning for almost twenty years. Starting his career as a faculty at NIT Silchar (1994-2002), he served a number of universities abroad and became a Reader at NCERT, New Delhi in 2002. Between 2007 and 2012 Dr Islam served as the Chairman and CEO of the South Asian Regional Gateway set up by the Development Gateway (USA). He is the Professor and Chairperson of Communications area at IIM Kashipur. He leads three major sponsored projects: (1) The World Bank's Capacity Building Program on Environmental Impact Assessment in South Asia, (2) Development of Performance Indicators for Lower Judiciary commissioned by the Ministry of Law and Justice, Government of India, and (3) Development of Disaster Management Strategy for Uttarakhand (sponsored by ICSSR). Prof Islam is presently on extra-ordinary leave from IIM Kashipur and works at Indian Institute of Advanced Study, Rashtrapati Nivas, Shimla as a Fellow. Besides teaching Dr Islam has also worked extensively with UN agencies starting as a Consultant for UNESCO in Cambodia in 1998. Later he worked on ICT Policy, Plans and e-Government Strategy with the UN Commission for Africa (UNECA) during 2003-2006. He developed e-Govt Strategies and National ICT plans for several countries. In 2006-2007, Dr Islam served under UNESCAP, Bangkok to conduct an ICT Access Survey in the Asia-Pacific region. He was working for African Development Bank as their Mid-Term NICTSP Review Consultant in Mauritius (2010-11). He has published widely with more than eight books and 30+ papers/articles to his credit. He is a public speaker, debater, TV commentator and communication specialist. He participated at the BBC World Debate in 2006 that brought him to international development communication limelight. He has written the chapter on ICT and Poverty Reduction for the first Encyclopedia of Digital Governance published in 2006.

Dr. Md. Zafar Mahfooz Nomani specializes in Ecology law and Intellectual Property Rights and serving as Professor of Law at Faculty of Law, Aligarh Muslim University, Aligarh. As a writer, he is receptive to trans disciplinary method of inquiry and brandies belief. His methodology partakes to systematization of legal propositions, penetrating examination of case laws and ordering of legal institutions to novelties of law, jurisprudence and human development. His thrust has always been social inquiry of visceral affinity of subjects in socio-legal context and doctrinal holism. Believing ardently that 'the life of law has not been logic rather it has been experience', he offers symbols of progressions to identify society, environment, sustainable development and social change. He has successfully collaborated World Bank & Ministry of Environment & Forests Capacity Building Project on Environmental Law in India [Law Component] during 1998-2003] and completed University Grants Commission Major Research Projects on Wetland Law during 2009-2011. The major outcome of project significantly augured reform and enactment of national wetland laws during 2010-11. Presently he is engaged in Indian Council for Social Science Research Major Research Projects on Socio-Economic Impact of Special Economic Zone (SEZ) on the Land Owners and Local Inhabitants of Uttar Pradesh and Uttarakhand States of India. He authored six books and published more than 120 research papers in prestigious refereed and peer reviewed journals covering diverse areas of environmental and intellectual property and corporate laws and has been recipients of many awards and accolades.

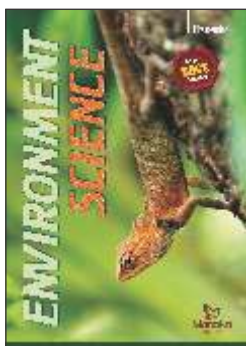


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Pub. Date: December 2018



FORTHCOMING

ENVIRONMENTAL STUDIES



ISBN: 9788-19387-7210
 160 pg. | 2019 | PB | ₹ 395
 Pub. Date: December 2018

Environmental Science

Dr. Bhupender

ABOUT THE BOOK

The Environmental Science has been introduced as a compulsory course by UGC for all the undergraduate students. This Book covers the fundamental syllabus content of the Environmental Science of undergraduate classes as per AECC (Ability Enhancement Compulsory Course) of CBCS pattern. The content of the book discuss each component of syllabus in detail with ample case studies and graphics. Model question papers with examinations pattern of different universities are provided for the reference of students for understanding the scheme of examination for environmental science compulsory course. This book will serve a handy tool for students to quickly grasp the fundamentals and concepts of environmental studies.

ABOUT THE AUTHORS

Dr. B.S. Chhikara is an organic and medicinal chemist by profession and has done Ph.D. in Biomedical Sciences from University of Delhi. He authored more than 44 research articles in international journals and published Organic Chemistry book for engineering classes. His research activities span in area of organic chemistry, environmental science, medicinal chemistry, anti-cancer drugs, anti-HIV drugs, radiopharmaceuticals, nanoscience, nanomedicine and green chemistry. He has been associated with reputed research institutes viz. Institute of Nuclear Medicine and Allied Sciences (INMAS) of Defence Research and Development Organization (DRDO) New Delhi, Indian Institute of Science (IISc), Bangalore and University of Rhode Island, Kingston, USA. He is Editor-in-Chief of Chemical Biology Letters, an international Scopus indexed journal.





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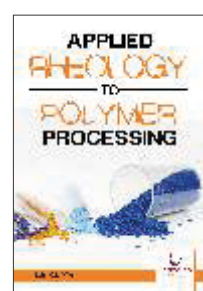
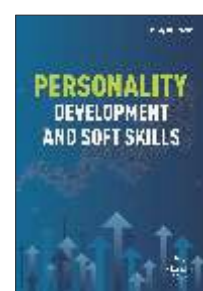
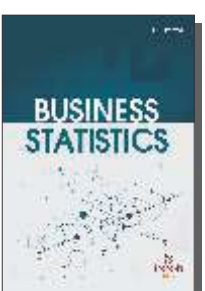
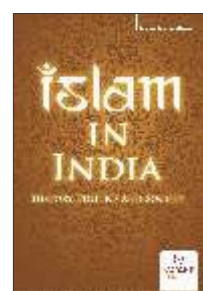
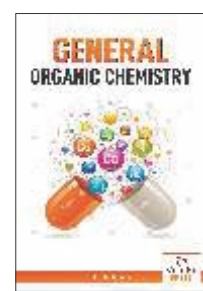
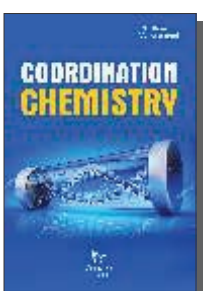
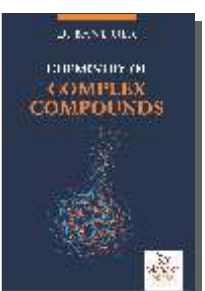
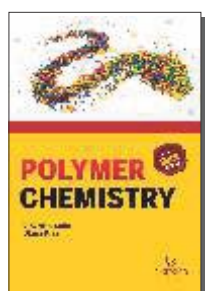
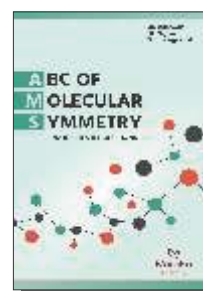
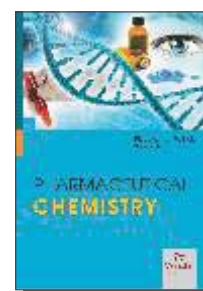
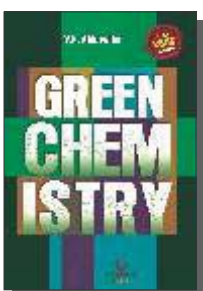
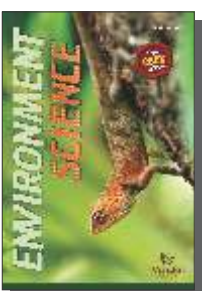
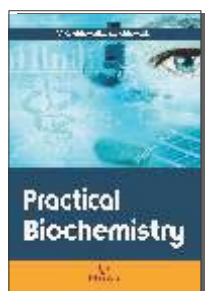
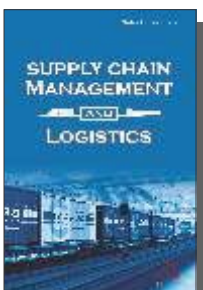
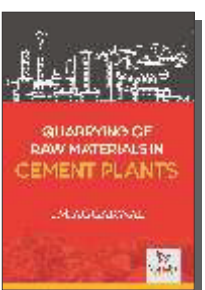
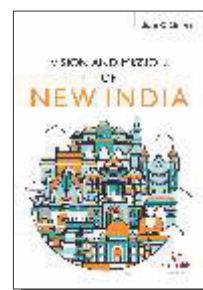
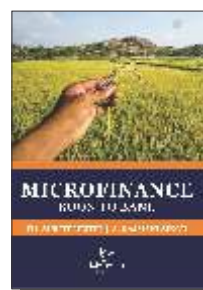
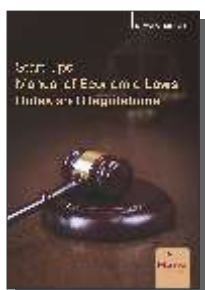
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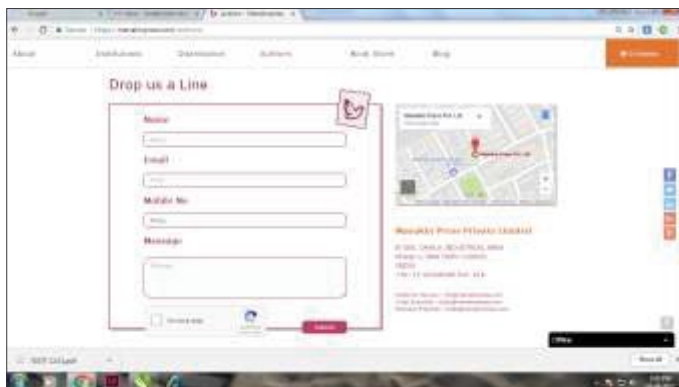
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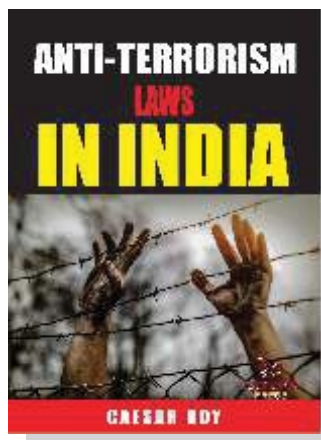
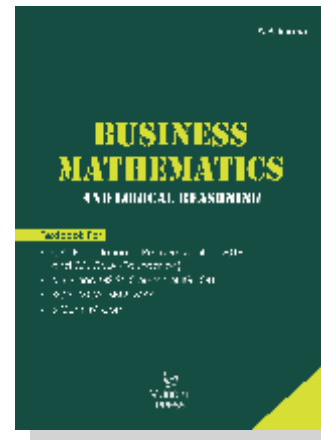
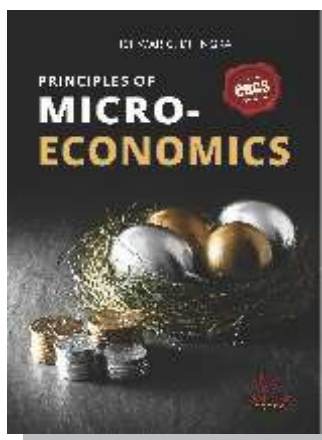
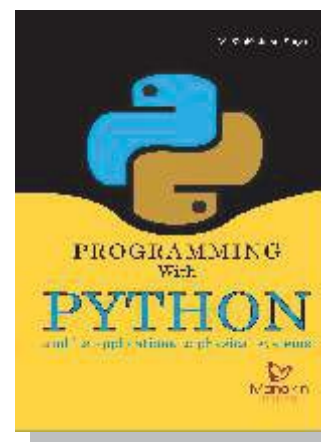
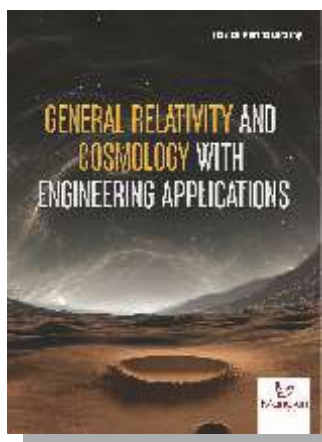
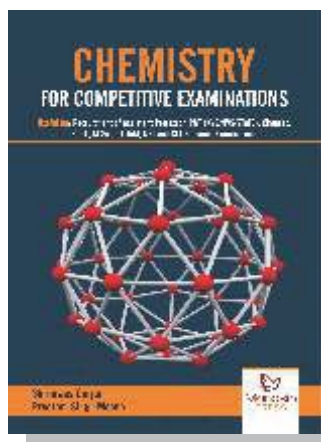
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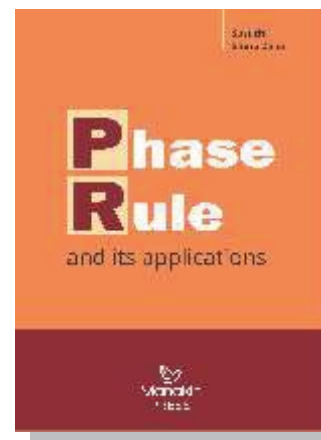
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