

CONTENTS

1. Marketing of Bank Products – Emerging Challenges & Trends 1-10
Sandhya Kumari Singh
2. State, Market And Civil Society In The Process Of Development: Evaluation Of The Corporate Social Responsibility Projects In India Social Responsibility Projects In India 11-25
Shuchi Bharti
3. Photo-Pollution 26-34
Subodh Kumar Sharma
4. Indian Mutual Fund Industry- The Road Ahead 35-41
Dr. Aparna Tandon
5. Cooperative Sugar Mills In Up-Opportunities And Challenges 42-50
Dr. Shrish Tandon
6. Justification And Outcomes Of Place Of Literature In School Curriculum 51-56
Dr. Alok Gardia
7. Goods And Services Tax (Gst) And Indian Economic Development 57-63
Dr. Dev Kumar
8. Effect Of Ganga Water Pollution On Social And Religious Practices At Varanasi 64-71
Dr. Suman tiwari
9. Awareness And Acceptance Of Information Literacy Among The University Students: A Case Study Of North India 72-80
Amandeep Kaur, Dr. Bhupinder Singh, Dr. Khushpreet Singh Brar
10. Consumer Ethnocentrism And Attitudes Toward Domestic And Foreign Products 81-87
Sandeep Kumar , Dr. Amit Gautam , Prof. Arun Kumar Rai
11. Evaluation Of Biochemical Profile In Liver Tissues Of Two Fish *Channa Punctatus* And *Channa Gachua* Exposed To Deltamethrin 88-98
Dubey J.K., Mishra D.B. and Tripathi V.K.

12. Job Satisfaction Of Private Sector Bank Employees: A Case Study Of Axis Bank Invaranasi District 99-105
Shahnaz Parveen
13. An Insight into the Concept of A.K. Ramanujan's South Indian Familial Bond 106-111
Dr. Rallapalli Hyderali
14. Present Status Of Management & E Resources In Three Central University Libraries Of India – An Evaluative Study. 112-133
Shiv Nandan Pandey, Arindam Mohanta
15. Extension Of Virtual Reference : Library As A Facilator 134-145
Indu Bala
16. Embellishing Sari Blouse Neckline Design Through Weave Interlacements And Handembroidery 146-155
S. Lakshmi Manokari, M. Prathiba, P. Prija
17. E- Learning And Its Impact On Future Lis Services 156-161
Heramb Kumar Mishra, Dr. Ramavatar Ojha
18. Indian Disinvestment Policy: A Right Path Towards Economic Development 162-171
Dr. Dev Kumar
19. समाज कार्य एवं सामाजिक न्याय : एक अन्तर्सम्बन्ध 172-177
डॉ० निमिषा गुप्ता, डॉ० बंशीधर पाण्डेय
20. गुणस्वरूपविचारः 178-182
मुनीशकुमारमिश्रः
21. हिन्दी काव्य धारा में संतकाव्य : उद्भव एवं विकास 183-186
अंकित मिश्रा
22. बलिया जनपद में सहकारी कृषि-विपणन : एक विश्लेषणात्मक अध्ययन 187-192
डॉ० अंगद सिंह
23. "पराली तेरे रूप अनेक : लाभ एवं हानि" 193-198
डॉ० मान सिंह