

Foreword.....

Institution, offering higher education, is the centre for exploring the ideas and unleashing the human potential. Research and Publication are the way to move forward in this direction. With this holistic view, A. J. Institute of Management has been bringing out a Research Journal titled Anveshana... Search for Knowledge, providing a platform for the quality researchers to publish their research views and perceptions through quality articles. A.J. Institute of Management is happy to place before the learned and enlightened readers the Volume 6, No. 1 of its research journal, containing the under mentioned research articles, conceptual papers, empirical reports and book review of the renowned writers.

- “Business Education and Employability – Are They Strange Bedfellows?”, jointly authored by Dr. P.S. Yadapadithaya and Dr. Anuradha K.
- “Engendering Budgeting and Gender Inclusive Urban Governance in India”, jointly contributed by Dr. Nasruddin and Dr. A.K. Singh.
- “Softskills Are the Desiderata for the Librarians of 21st Century”, reports Mrs. Ashalatha.
- “Dimensions of Personal Finance and Investment: An Overview”, jointly authored by Mr. Gerard Colaco and Mr. Deepak K. Rao.
- “Role of Information and Communication Technology in Agricultural Marketing in India”, contributed by Dr. Jayavantha Nayak.
- “Assessment and Psycho-Social Intervention Process in Alcoholism”, authored by a Social Researcher Mr. Manisha Chandra.
- Mr. Vishnumoorthy Prabhu reviews a famous book “Rescuing Railway Children” under the regular feature of the journal ‘Book Review’.

J. Jayaprakash Rao

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