

From the desk of the Editor-in-Chief.....

There is no gain saying the fact that under the changing educational environment, maintaining quality in all academic pursuits is a challenging proposition primarily because what is sought to be groomed is an intellectual capital. Hence, it is quite evident that to operate successfully, the managers of academia must have a thorough understanding- explicit rather than implicit of what to offer to the society in terms of need based academic mix. Further, all said and done, these disturbing signals should not be viewed as irreversible misfortunes, instead to be perceived as opportunities for guiding the present youth in the nation building activities with a sense of purpose, direction and pride. Every one is concerned to know that education begins with the quality and ends with the quality in all its facets and quality publication is one of the most important requirements of discharging institutional responsibility. Hence, A. J. Institute of Management is bringing out this research journal Anveshana, for the last six years with quality research articles, conceptual papers, empirical reports and book review of the renowned writers.

To ensure the quality and credibility further, Anveshana is indexed in J gate- a renowned e-journal and the readers can access Anveshana on-line in J gate through i-scholar portal. We are happy to bring out Volume 6 No. 2 of Anveshana comprising

- “Ecological Footprints of Cities in India” jointly authored by Dr. Anjali Mishra, Mr. Himanshu Chandra and Dr. A.K. Singh.
- “Rural Development in India through Entrepreneurship: An overview of the Problems and Challenges” reported by Dr. S. Vijaya Kumar.
- “Climate Change and Impact-Role of Younger Generation” authored by Dr. P. Selvaraj.
- “The Wonderland of Equity and Real Estate Investment” presented by Mr. Gerard Colaco and Mr. Deepak K. Rao.
- “Financial and Nonfinancial Impact on National Rural Employment Guarantee Scheme: A Case Study” authored by Dr. Sureshramana mayya and Mr. K.G. Sudhakar.
- “Corruptions and Corporate Corruption” as viewed by Mr. Nama Nishtha Das, ISKON Swamiji turned IIT, Kanpur Alumnus .
- “A Southern Music: The Karnatic Story – A Book Review” authored by Prof. Balakrishna.

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