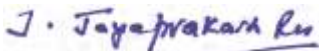


Foreward.....

The primary purpose of any Institution offering higher education is also the generation of new knowledge and passing on the same to the society. These are possible through research and publications. In this direction, A. J. Institute of Management is successfully performing its academic responsibility through publication of research articles through its institutional journal. A. J. Institute of Management has made laudable work since its inception. With this backdrop, I feel privileged to place before the learned readers Volume 5, No. 2 of our Institutional research journal 'ANVESHANA' Search for Knowledge, containing the under mentioned research article, conceptual papers, empirical reports and book review of the renowned writers.

- “Indian Economy: An Imperative Need for Special Focus on Rural Economy” authored by Prof. Shripathi K.P.
- “A Situational Analysis of Solid Waste Management in Jabalpur Municipal Corporation Under UDAY in Madhya Pradesh”, contributed by Mr. Ajith Kumar Mishra.
- “Financial Inclusion with a Difference – Fisherwomen in Udupi, Karnataka Show the Way for Success” report by Dr. P. Selvaraj.
- “The Gen-Next Banking Services offered by Private Banks – An Empirical Study on Acceptance Level of Customers” jointly authored by Prof. Meenakshi Rao and Dr. T. Jayaprakash Rao.
- “Job Performance and Motivation Among Government Employees in Uttar Pradesh”, contributed by Dr. Budhi Sagar Mishra.
- “Authentic Leadership - An Agenda for Building Vigorous Organisation of the Future”, authored by Dr. Sudhir Raj K.
- A Book Review of “Life of Pi”, by Dr. Rathan Tilak Mohunta.



Dr. T. Jayaprakash Rao
Editor in Chief