

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

Today, maintaining quality in all academic pursuits is a challenging proposition, primarily because, what is sought to be groomed is, an intellectual capital. However, these challenges are to be viewed as opportunities for guiding the present youth in the nation building task with a sense of purpose, direction and pride. Hence, it is important on the part of all stakeholders to perceive and internalize the need of the society and perform accordingly. Furthermore, education begins with the quality and ends with the quality in all its facets and quality publication is one the most important such requirements. Thus, A.J. Institute of Management has been bringing out this research journal Anveshana, for the last eight years with quality research articles, conceptual papers, empirical reports and book reviews of the renowned writers. We are happy to bring out Volume 8 No. 2 of Anveshana comprising

- “Corporate Social Responsibility in India”, authored by Dr. A.K. Singh as lead article.
- “Social Investment by PSUs in North East Region of India”, jointly authored by Dr. O.P. Singh and Pragya.
- “Addressing Complexity of Migration Through Social Entrepreneurship: a Case Study of Tata Trusts Initiative in Uttar Pradesh” authored by Salil Srivastava.
- “A Case Study on Corporate Social Responsibility Initiatives With Special Reference to Hindustan Unilever Limited”, jointly reported by Mrs. Thara S. Shetty and Mr. Shreenidhi B.S.
- “CSR and Financial Performance: Evidence from Indian FMCG Companies”, authored by Mrs. Swapna Shetty and Dr. Molly S. Chaudhuri.
- “Innovative CSR Models in IT Sector”, presented by Ms. Minimol.
- “The Role of Art Re-defined in the selected Post-Modern Novels” Reviews on select novels by Prof. Balakrishna H.

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