Textbooks as per CBCS syllabus inside

Manakin PRESS

ACADEMIC AND PROFESSIONAL BOOKS

Leading Publisher of Peer Reviewed Text and Reference Books

Catalogue

2022-23

NEW DELHI

www.manakinpress.com

About Us

Headquartered in London and boasting of multiple offices in Dubai and New Delhi. Manakin Press is an academic publishing house devoted to furthering every possible academic, scientific, professional and research discipline.

Our expansive infrastructure is designed explicitly to facilitate the needs of each of our clients, regardless of how unique or complex they may be. Despite our commitment to publishing quality titles that plug gaps in various academic disciplines, we can modify our services to offer bespoke solutions to individual clients as and when required without compromising on our famed quality and efficiency.

Some of the academic disciplines that we focus on include Biotechnology, Environmental Sciences, Chemistry, Physics, Life Sciences, Pure and Applied Mathematics, Medicine, Social Sciences, Information Technology, and Computer Science. We offer books in virtually all formats possible, including e-Books designed for specific devices to paperbacks for conventional readers. Notably, more than 300 titles in different disciplines are set to be rolled out in the current year by Manakin Press.

Mission

To maintain our leadership of the markets we already operate in and make forays into new markets and technologies so as to provide the best that the industry has to offer to our loyal readers.

We also aim to be adaptable so that we can keep pace with the changing dynamics of the publishing industry and cater to discerning customers with high quality books.

Our Approach

With eBooks and e-publishing becoming prevalent, technology has become inseparable with today's book publishing industry. We, at Manakin, leverage technology through our entire publishing process to deliver the best results for our authors and readers.

Our peer-review process makes sure that the books published under Manakin, maintain the highest standards of quality and acceptance. The thing that we look for, in a new application, is the quality of sample content, the idea of the book itself, and academic excellence and subject matter expertise of the authors. Every proposal that successfully finishes our peer-review process will be provided with a contract for publishing. We believe in equal opportunities and do not believe in quotas or other considerations.

Our proposed editorial board, which is being put together and will be constituted with distinguished scholars, ensures that our titles will be able to stand on their own spine next to the best titles in the world. Our back-end editorial process focuses on efficiency, with automated workflows for document management and version control, resulting in faster time to market with fewer errors.

Our high quality printing, on world-class state of the art machines, ensures the best reproduction possible. Digital printing also ensures that our titles are never out of print and we can fulfill supply on demand.

Our Process

Our process starts with the identification of the right content and acquiring rights for publishing them. Once the contract process is through, the pre-production process begins with the submission of the final manuscript.

Our pre-production process includes market positioning, book design, layout, galley preparation, pre-flight checks and remedies. The entire process can take up to 3 months depending on approvals between the author and the editors. Once the final galley proofs have been approved by the author, it takes about 4 weeks for production and book launch.

Digital versions of the book, as eBooks, are also created and distributed across all major reading ecosystems. Our home-grown custom secure reading platforms also provide access to our titles across libraries and institutions. The exact platforms are identified based on discussions with the author.

Our books are never out of print as well! Digital forms of the book, as eBooks, and print-on-demand versions that are printed just in time ensure that the book never goes out of print. All book assets and content are stored securely, as password protected files with limited access, on our back-end Digital Asset Management System.

Distribution & Marketing

We work with world class distribution partners to ensure that the book is well-stocked and represented across geographies at the right retailers. We have our own distribution network through our sales offices in Dubai, covering North Africa and GCC countries, and in New Delhi, covering India, South Asia and South-East Asia. Apart from leveraging our own networks, some of our distribution partners will include,

- Ingram
- Bowker
- Baker & Taylor
- Amazon.com
- BN.com
- Apple iTunes
- Google Play Store

Our eBooks will also be available for consumers using Android, iOS, Sony Reader, Nook and the Kindle to name

a few.

Our marketing plan starts to drive interest towards the title just after the final galley approvals and continues full-steam across the entire year. Online interest, driven primarily through conversations across social media, is also generated and sustained. Book micro websites, separate social media presence, author promotion, content marketing and thought leadership through the blog are some of the key activities that are unique to our process.

Exhibition and events in the form of academic conventions and professional conferences, where we participate, are also great forums where book displays and associated marketing will happen.

Manakin PRESS

NEW DELHI

www.manakinpress.com

B-300, Okhla Industrial Area, Phase-1, New Delhi-110020, INDIA
Phone: +91-11-45328300 | **Mobile**: +91-9811072849
E-mail: info@manakinpress.com

CONTENTS

CHEMISTRY

BIOCHEMISTRY

Biomolecules Chemistry of Living System 1
Pharmaceutical Chemistry 1
Biochemistry 2

PHYSICAL CHEMISTRY

Quantum Chemistry Classical to Computational 3
Practical Physical Chemistry 3
Thermodynamics and Chemistry 4
Chemistry for Competitive Examinations 4
Phase Rule and its Applications 5
Manual of Spectroscopy 5
Practical Inorganic Chemistry 6
Advanced Experimental Inorganic Chemistry 6
Concepts of Inorganic Chemistry 7
Chemistry (Organic and Physical) Volume 3 7

INORGANIC CHEMISTRY

Chemistry (Inorganic & Organic) Volume 1 8
Laboratory Manual of Inorganic & Organic Chemistry: (Qualitative Analysis) 8
Inorganic Chemistry *Concepts and Main Group of Elements* 9
Chemistry for Competitive Examinations 10
Chemistry: Inorganic and Physical Including Practical's (Volume V) 10
Chemistry of Complex Compounds 11
In the Realm of Catalysis 11
The Chemistry of Coordination Complexes & Transition Metals 12
CHEMISTRY: Inorganic and Organic Including Practical's (Volume VI) 13

ORGANIC CHEMISTRY

Practical Organic Chemistry 14
ABC of Molecular Symmetry: Questions and Answers 14
Green Chemistry Laboratory Manual (2nd Edition) 15
ABC of Molecular Symmetry: Questions and Answers 15
Green Chemistry in 21st Century and Beyond 16
Science for Everyone Learning About Chemistry 16
Applications of Molecular Symmetry Problems & Solutions 17
Chemistry (Organic & Physical) Volume 2 17
Chemistry (Inorganic & Organic) Volume 1 18
Lab Manual of Qualitative and Quantitative Analysis 18
Organic Chemistry (Volume 2) 19
Organic Chemistry (Volume 3) 20
Advanced Experimental Organic Chemistry 21

POLYMER

Faiz's Polymer Chemistry: A problems Solving Approach 22
Chemistry for Competitive Examinations 23
General Organic Chemistry 23
Polymer Science and Technology 24
Rheology Applied in Polymer Processing 24

PRACTICAL

Bio-degradable Polymers Materials and their Structures 25
Practical Inorganic Chemistry 26
Lab Manual of Qualitative and Quantitative Analysis 26
Engineering Practical Chemistry (As Per Aicte Model Curriculum 2018) 27
Practical Organic Chemistry 28
Green Chemistry Laboratory Manual (2nd Edition) 28
Advanced Experimental Organic Chemistry 29
Manual of Spectroscopy 29
Practical Physical Chemistry 30
Biophysical Chemistry 30

LIBRARY & INFORMATIONA SCIENCE

Library Automation: Issues and Remedies in Present Scenario 31
RFID in Libraries: Theory & Practice 32
Emerging Trends in Information Technology in Modern Libraries 33
User Education in Academic Libraries: A Practical Approach 33
Libraries & Technologies: In The New Millennium 34
Next Generation Library System 35
Information Communication in Digital Era Present Scenario and Future Perspectives 36
Information Retrieval Systems: Managing Libraries in NEO-Information Society 37
Leadership and Management in Libraries 37
A Practical Dose to Dewey Decimal Library Classification 38
Libraries in the Digital Environment 38

LIFE SCIENCE

Heteropneustes fossilis: Role of Vasotocin in Reproduction 39
The Root Systems of Fruit Plants 39

SOCIAL SCIENCE

The Interpretation of Dreams 40
Dream Psychology 40
A General Introduction to Psychoanalysis 41
Alcoholism: Causes, Symtoms Effects and Treatment 41
A Copter Approach: The Trans Himalayan TIBET: Histories, Languages and Literatures (Traditional & Contemporary) Volume I 42
A Copter Approach: The Trans Himalayan TIBET Identity and Politics Volume II 43
A Copter Approach: The Trans Himalayan TIBET Buddhism at The Crossroads Volume III 44
Mapping Tibet: In the 21st Century (The Way Ahead) 45
Sufism in India and Central Asia 46
Regional Sufi Centres in India Significance and Contribution 47
Influence of Islam on Indian Culture 47
Mystics and Saints of Islam 48
e-Governance: Initiatives in the Information Age 48
Urban System: Functions and Processes Analyzing Urban Land Use System and Functions 49
Dardi Dictionary: English-Dardi-Bhoti-Hindi 49
Population, Development & Environment: An Indian Experience 50
Hidden Treasures: An Extensive Collection of Quotations by Well Known Personalities 51
Islam in India: History Politics and Society 52

MANAGEMENT

Handbook of Business Administration Practices 53
Advances in Management for Business Excellence 54
Marketing In Emerging Economies 55
Mass Communication 56
Mass Media & Its Impact an Empirical Study 56
Reinventing IT: Paradigm Shift in Knowledge Intensive Society 57
Marketing Mosaic: Elements Driving Consumers and Business 58
Novel Marketing: Propositions For Value Creation 59
Leadership, Governance & Public Policy Human Resource Perspective 60
Practices in Entrepreneurship and Finance 61
Green Management: Way to Environmentally Benign Development 62

CONTENTS

MANAGEMENT

Personality Development 62
Digitising Enterprise in an Information Age 63
E-Commerce and Online Banking 64
Management :Perception, Strategy and Operations 65
Supply Chain Management & Logistics 66
Sustainable Business and IT 67
Business Communication 68
Virtual Learning 68
Management in Action AN HR Perspective 69
Sylloge: Management Challenges & Case Studies 70
Effectiveness of Management Accounting:
A Strategic Management Process 71
Consumer Affairs and Customer Care 71
Research Methodology 72
Strategies for Business Excellence 72
Personality Development and Soft Skills 73
India Towards 100% Financial Inclusion 73
Employee Perspective: Making & Breaking of Organisations 74
Entrepreneurship Today A Case Study Approach 75
Entrepreneurship Development
(Creation of Wealth for People & Economy) 76
Business Environment 77
Leadership, Motivation and Incentive 77
व्यावसायिक संचार 78

ECONOMICS

Green Economy: Opportunities and Challenges 79
Back to Roots: Renewed Policy Focus on Indian Rural Economy 79
Indian Economy in 21st Century: 'Winner' or "Also Ran“ 80
Reform to Transform Dynamics of Indian Economy
During Modi-Era 80
Demonetisation: First Step Towards & Cashless Economy 81
Sustainable Development: In India and South-East Asia 81
End of the 'End of Cold War‘:
International Politics and Governance 82
Tomahawks Over Syria: Last Trailer of Third World War? 83
Microfinance: Boon or Bane 83
Principles of Political Economy and Taxation 84
India's Global Economic Relations in the 21st Century 84
Comprehensive Business Economics: Theory and Applications 84
Vision and Mission of New India 85
Digitisation: Beginning of the End of Underground Economy 85
Indian Handicrafts Industry:
A Socia-economic and Political Perspective 86
Economics of Indian Toy Industry 86
North Korea's Nuclear Threat A Hoax? 87
Economic Aspects of Quality of Life 87
Principle of Micro-Economics 88
Macroeconomics 88
Self Help Groups and Rural Women Empowerment 89
Changing Paradigms in Financial Services Marketing 89
Disguised Labour Force under Unpaid Care Work 90
Resource Base of the Indian Economy 91
Microeconomics-I: An Intuitive Analysis 91

LITERATURES & EDUCATIONS

Nirala Ke Geet 92
A History of Elizabethan Literature 93
How to Enjoy Your Life and Your Job 93
What Children Really Want 94
The Silk Route Society and Culture 94
Pride & Prejudice 95

LITERATURES & EDUCATIONS

Siddhartha 95
Hatha Yoga or The Yogi Philosophy of Physical Well-Being 95
How to Stop Worrying and Start Living 96
How to Win Friends and Influence People 96
The Time Machine 96
Think and Grow Rich: Unleash The Secret to Success 97
English Language GRAMMAR AND CONCEPTS 97

FICTION & NON-FICTION

The Military Chronicles (A Series of the Army Trilogy)
A Cadet's Unspeakable Truth!
Exitium. 3/12/2150 98
Total Eternal Reflection 98
The Arithmetic of Desires 99
हुज़ूर, मैं आपका नमक खाता हूँ 99
Wuthering Heights 100
राष्ट्रीय एकता का सवल सूत्र: श्री रामचरितमानस 101

BIOGRAPHIES

Swami Vivekananda: Life of A true Saint 102
रजनीति के संत 102
The Diary of a Young Girl 103
The Story of My Experiments with Truth 103
Steve Jobs: Journey of his Life & Its Lessons 104

LAW

Terrorism: Its Legal Framework and Beyond 105
Queer, Crimes and Criminal Justice 106
Cyber Crimes in 21st Century 107
Anti-Terrorism Laws in India 108
The Power of Information: An Interpretation of RTI
in the Context of Underprivileged and the Beneficiaries 109
Judge Made Laws for Effective Policing 109
Health Laws in India 110
New Dimensions of Intellectual Property Rights 110

ENVIRONMENTAL SCIENCE

Environmental Impact Assessment 111
Environmental Science 112

HINDI

राष्ट्रीय एकता का सवल सूत्र: श्री रामचरितमानस 113
रजनीति के संत 113
निराला के गीत 114
हुज़ूर, मैं आपका नमक खाता हूँ 115
बैदिक गणित का संक्षिप्त इतिहास 116

ENGINEERING

Steel Rolling: Principle, Process & Application 117
Metal Cutting Tool Production 118
Repair of Industrial Equipment 118
Motor Vehicle Engines 119
Continuum Mechanics 119

CIVIL ENGINEERING

Environmental Control in Cement Plants 120
Environmental Control in Thermal Power Plants 120
Gypsum & Gypsum Products: Their Science & Technology 121
Mineralogy 121
Structural Mechanics 122
Quarrying of Raw Materials in Cement Plants 122
Road and Building Materials 123
Plugging Materials and the Cementing of Wells 123

CONTENTS

ENGINEERING

ELECTRONICS & ELECTRICAL ENGINEERING

Integrated Circuit Fabrication 124
Modern Electronics & Communication Engineering 124
Theory of Automatic Control 125
Linear Network Theory 125
Fundamentals of Cable Engineering 126
Principles of Communication Engineering 126
Machine Intelligence Research and Advancement 127

COMPUTER SCIENCE & IT

Computer Graphics & CAD 128
Testing and Security of Web Applications 128
Programming with Phython and Its Applications to Physical Systems 129
Data Structure Using C (Theory and Program) 129

ROBOTICS & CONTROL

Stochastics, Control & Robotics 130
Electromagnetics, Control & Robotics: A Problems & Solutions Approach 130

MATHEMATICS

Elementary Operations Research 131
Higher Mathematics for Science & Engineering 131
A Course of Pure Mathematics 132
The Theory of Probability 132
बैदिक गणित का संक्षिप्त इतिहास 133
Straight Lines and Curves 133
Selected Problems in Discrete Mathematics 134
Partial Differential Equations 134
A History of Mathematics 135
An Introduction to Mathematics 135
Equations of Mathematical Physics 136
Calculus Made Easy: Differential Calculus and the Integral Calculus 136
Problems in Mathematical Statistics 137
Problems in Higher Mathematics 137
Engineering Mathematics I 138
Engineering Mathematics II 138
Engineering Mathematics III/IV 138
Problems and Exercises in Integral Equations 139
Business Mathematics and Logical Reasoning 139
Business Statistics 140
A Text Book of Engineering Mathematics I 141
A Text Book of Engineering Mathematics II 142

PHYSICS

General Relativity and Cosmology with Engineering Applications 143
Quantum, Stochastic and Non Linear Aspects of Transmission Lines and Wave Guides 143
Special Theory of Relativity and Relativistic Electromagnetism (2nd Edition) 144
Physics Education (The Alternative Frameworks) 144
Introduction to Plasma Physics 145
An Introduction to Physics for Technical Students 145
Relativity: The Specials and The General Theory 146
Key Problems of Physics and Astrophysics 147
Elementary Principles in Statistical Mechanics 147
Quantum Mechanics 148
A survey of Advanced Quantum Mechanics & Related Topics 148
Laser Physics and Applications 149
Magnetism of Elementary Particles 149

PHYSICS

Nuclear Physics and Nuclear Reactors 150
Space Time Gravitation 150
Electrodynamics 151
Problems in General Physics 151
A Physicist's ABC on Plasma 152
Problems of Wave Optics 152
Quasi Particles 153
Treatise on Thermodynamics 154
The Theory of the Relativity of Motion 154
Theoretical Physics 155
Quantum Antennas 155
Waves and Optics 156
Questions and Problems in Physics 156

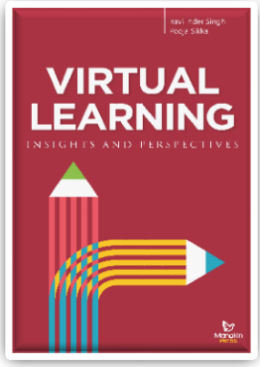
FORTHCOMING BOOKS

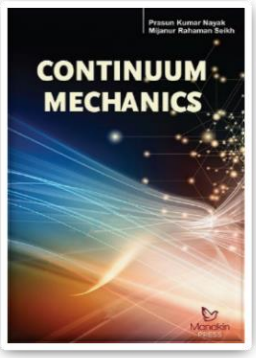
Select Topics in Signal Analysis 163
Advanced Probability, Statistics with Applications to Physics and Engineering 163
Advanced Probability and Statistics: Remarks and Problems 163
Supersymmetry and Superstring Theory with Engineering Applications 163
Classical and Quantum Information Theory for the Physicist 163
Stochastic Processes in Classical and Quantum Physics and Engineering 163
Large Deviations Applied to Classical and Quantum Field Theory 163
Advanced Classical and Quantum Probability Theory with Quantum Field Theory Applications 163
Applications of Quantum Field Theory to Problems in Machine Learning 163
Conceptual Developments in Physics I 163
Mechanical Engineering Practices in Engineering Industry: A Beginners Guide 163
Electrical Power Generation - Methods and Plants 163
Audio & Video System 163
Theory of Electromagnetics 163
Environmental Control in Steel Plants 163
Quarrying of Raw Materials in Cement Plants 163
ABC of Molecular Symmetry Problems & Solutions 163
An Introduction to Practical Organic and Biochemistry 163
Manual for Practical Biochemistry 163
Practical Biochemistry 163
Green Chemistry (CBCS) 164
Polymer Chemistry (CBCS) 164
Introductory Microbiology 164
Organic Molecules of Life 164
Environmental Science (CBCS) 164
Protectionism 164
Global Dimensions of Agriculture: Indian Perspective 164
INDIA's OTP Economy: Blueprint for Agricultural Security 164
A 360 Degree Approach to Business Processes & Environment 164
Marketing Research (A Text Book) 164
India's Sri Lanka Policy 164
Corporate Social Responsibility: An Analytical Study of Global and Indian Perspectives and Practices 164
A Concise Handbook of Business Research 164
Cases in Business Management 164
Healthcare Services: A Retrospection and Remedial Guide to Problems 164
Operation Research 164
E-Commerce 164
Data Structure and Algorithms in C 164
Internet of Things 164
Basics of Microelectronics 164

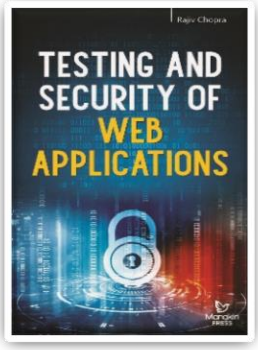
Manakin PRESS

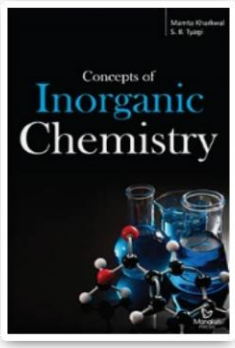
OUR RECENT PUBLICATIONS

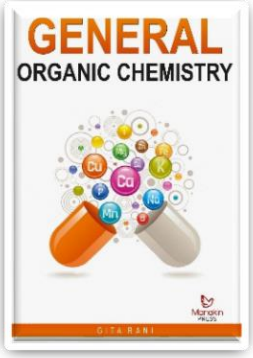
info@manakinpress.com

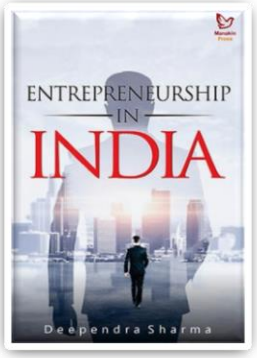


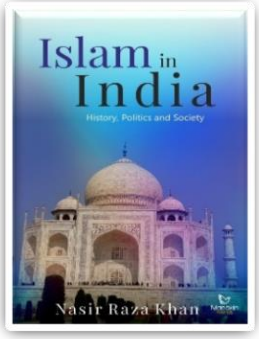


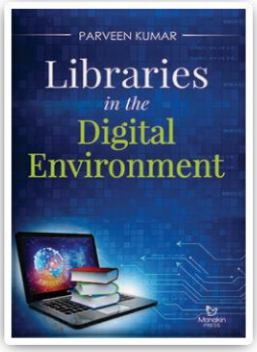


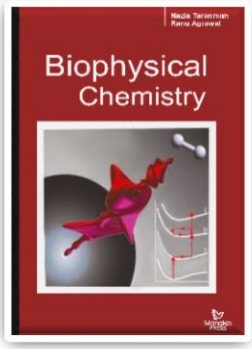


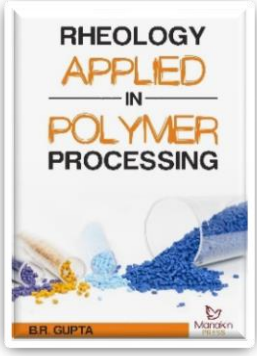


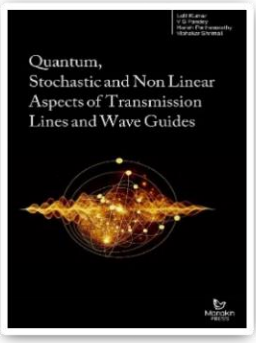


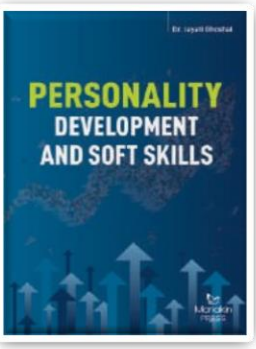


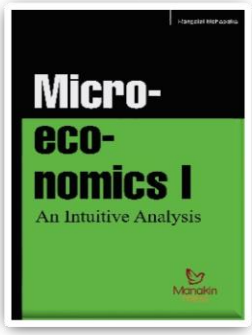


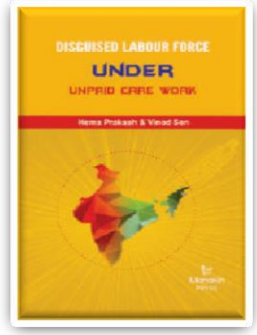


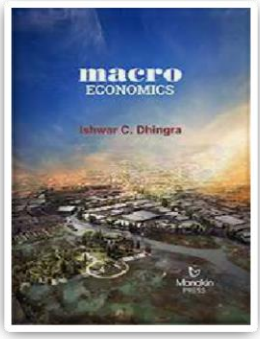


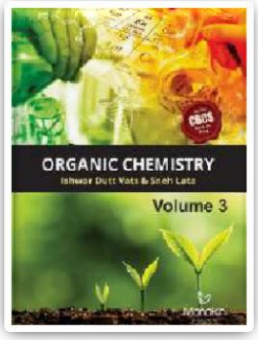


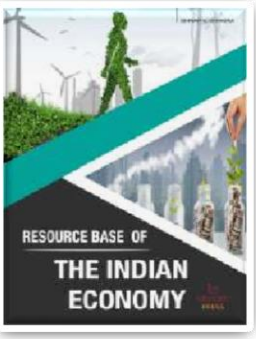


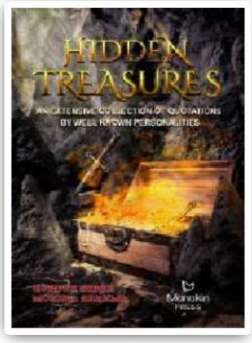


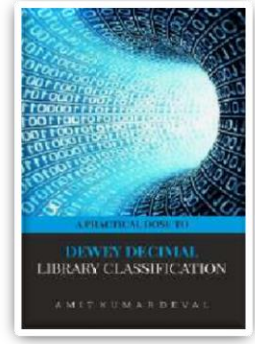


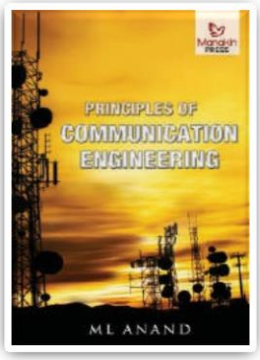


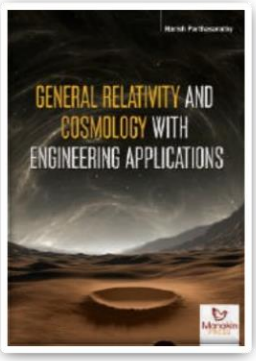


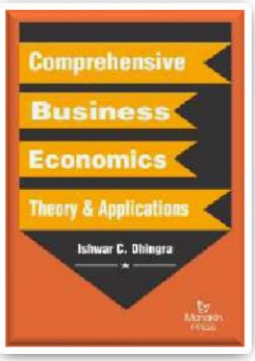


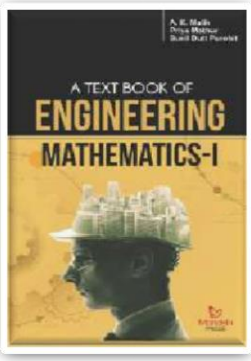


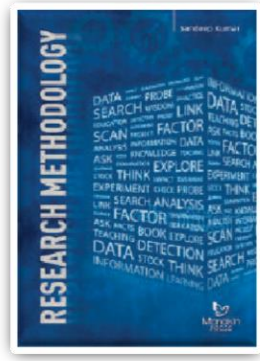








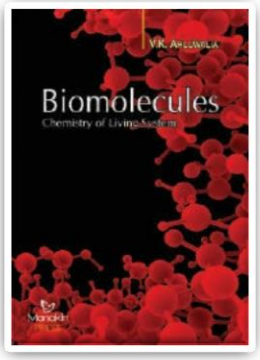




Biomolecules

Chemistry of Living System

V.K. Ahluwalia



ISBN: 9788-19295-9870
452 pg. | 2015 | HB | Rs. 1895

ISBN: 9788-19295-9856
452 pg. | 2015 | PB | Rs. 895

ABOUT THE BOOK

Biomolecules also known as Molecules of Life are naturally occurring biogenic substances that are essential for sustaining life processes. They are both produced and consumed by living organisms. Biomolecules constitute a number of organic and inorganic compounds. They are a major component of biological processes which is why understanding them is crucial. This book is the perfect primer for students of biochemistry and biology. Furthermore, it can be the ideal reference book for teachers of the same subjects. The book provides comprehensive information on a wide variety of biomolecules ranging from amino acids and carbohydrates to porphyrins and alkaloids. A one stop work with complete information about biogenic substances, Biomolecules: Chemistry of Living System is a must have for all pertinent college, university, departmental, public and personal libraries.

ABOUT THE AUTHOR

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and MPhil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects. He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry, and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reaction is winner of 2009 Choice Award for an Outstanding Academic Title.

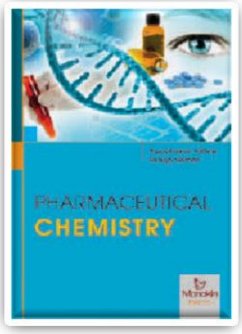
CONTENTS

1. Introduction to Biomolecules, **2.** Carbohydrates, **3.** Amino Acids, Peptides and Proteins, **4.** Enzymes, **5.** Vitamins, **6.** Nucleic Acids, **7.** Prostaglandins, **8.** Lipids, **9.** Steroids, **10.** Terpenoids, **11.** Alkaloids, **12.** Porphyrins, **13.** Some Miscellaneous Biomolecules, **14.** Some Simple Biomolecules, *Glossary, Index*

Pharmaceutical Chemistry

As Per CBCS for B.Sc. Hons. & Prog.

Piyus Kumar Pathak | Shailja Naman



ISBN: 9789-38667-7310
300 pg. | 2019 | PB | Rs. 795

ABOUT THE BOOK

The main objective of writing this book is to highlight the basic principles of pharmaceutical chemistry which serves the backbone in understanding the mechanism of organic reactions. The salient features of the book are as following:

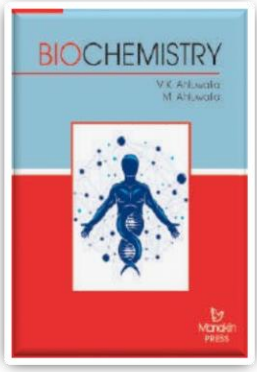
- It covers the prescribed syllabus.
- It covers essential part of the pharma chemistry.
- All fundamentals organic topics are explained with mechanism.
- Sufficient numbers of solved examples have been given in the end of chapters.
- Unsolved exercises are given in last of chapter for independence and understanding of the subjects
- Easy mechanisms of well known reactions are reactions are given in this book.
- Figurative and systematic diagram are given for better understanding. Readers are welcome to provide constructive suggestions,
- which shall be deeply appreciated.

ABOUT THE AUTHORS

Dr. Piyus Kumar Pathak was appointed as Assistant Professor at the Sunder Deep Group of Intuitions, Dasna, Ghaziabad. He then moved over to the United College of Engineering and Research, Greater Noida, and promoted to position of Associate Professor of chemistry. Dr. Pathak secured his Doctorate degree from the U.P. Technical University, Lucknow in 2007. He has fifteen years teaching and research experience to his credit at various Engineering college in Uttar Pradesh.

Dr. Shailja Naman is Associate Prof., Department of chemistry at B.B.D.N.I.I.T., Lucknow, (U.P.) She is Ph.D. from University of Lucknow in field of chemistry. She has fourteen years experience in teaching. She has published more than twelve research papers in national and international journals. Dr. Shailja is associate – editor of International journal of Chemical Research and member of editorial board of International Journal of Advance Research in Science and Engineering. She is also the life time member of Association of Chemistry Teachers (ACT).

CHEMISTRY | Biochemistry



Biochemistry

V.K. Ahluwalia | M. Ahluwalia

ISBN: 9789-38667-7280
532 pg. | 2018 | PB | Rs. 1495

ABOUT THE BOOK

Biochemistry deals with the study of molecular basis of life. Some of the outstanding achievements of biochemistry include elucidation of genetic code and unravelling the central metabolic pathways. It has made it easy to design drugs. Biochemistry is helpful in understanding the molecular mechanisms of diseases.

The book entitled "Biochemistry" is divided into five parts. Part-I deals with an introduction to biochemistry (Chapter 1) and the essentials of life processes (Chapter 2). Part-II deals with basic molecules of life. This includes carbohydrates (Chapter 3), lipids (Chapter 4), amino acids, peptides and proteins (Chapter 5), nucleic acids (Chapter 6) Enzymes (Chapter 7) and Vitamins (Chapter 8). Physiological Biochemistry forms the subject matter of Part-III. It includes Plasma proteins (Chapter 9), Haemoglobin (Chapter 10), Porphorins (Chapter 11), Digestion and absorption (Chapter 12) and Biological oxidation (Chapter 13).

Discussion about metabolism forms the subject matter of Part-IV of the book. It includes introduction to metabolism (Chapter 14), metabolism of carbohydrates, lipids, amino acids, nucleotides and minerals (Chapter 15 and 19). Integration of metabolism is discussed in Chapter 20. Part- V of the book includes a discussion on Hormones (Chapter 21), Organ Function Tests (Chapter 22) and Nutrition (Chapter 23).

All chapters are followed by a number of exercises including multiple choice questions fill in the blanks and short answer questions.

It is hoped that the present book will meet the requirements of all students studying Biochemistry at different levels including medical students.

ABOUT THE AUTHORS

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects.

He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry, and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reaction is winner of 2009 Choice Award for an Outstanding Academic Title.

Dr. M. Ahluwalia worked as chief medical officer in the World University Service (W.U.S.) Health Centre, University of Delhi. Besides, she has also worked in various capacities in Employees' State Insurance Corporation (ESIC), Central Government Health Scheme (CGHS), Medical Centre at Manipur and also in Grant Medical Center, Columbus, Ohio, USA.

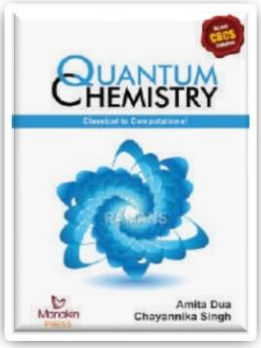
CONTENTS

Part I: Introduction to Biochemistry, **1** Introduction, **2**. The Essentials of Life Process: Water, Blood and the Cell, **Part II: Basic Molecules of Life**, **3**. Carbohydrates, **4**. Lipids, **5**. Amino Acids, Peptides and Proteins, **6**. Nucleic acids, **7**. Enzymes, **8**. Vitamins, **Part III: Physiological Biochemistry**, **9**. Plasma Protens, **10**. Haemoglobin, **11**. Porphyrins, **12**. Digestion and Absorption, **13**. Biological Oxidation, **Part IV: Metabolism**, **14.** Metabolism - Introduction, **15.** Metabolism of carbohydrates, **16.** Metabolism of Lipids, **17.** Metabolism of Amino Acids, **18.** Metabolism of Nucleotides, **19.** Metabolism of Minerals, **20.** Integration of Metabolism, **Part V**: Clinical Biochemistry, **21.** Harmones, **22.** Organ Function Tests, **23.** Nutrition, Index

Quantum Chemistry

Classical to Computational

Amita Dua | Chayannika Singh



ISBN: 9788-19295-9825
638 pg. | 2015 | HB | Rs. 1895

ISBN: 9788-19295-9849
638 pg. | 2017 |PB| Rs. 995

ABOUT THE BOOK

Designed explicitly to fill the yawning gaps between what is available to students of Quantum Chemistry and what is needed, Quantum Chemistry: Classical to Computational is a comprehensive, one-stop guide for students and academicians both. The book deals with hard to understand concepts in Quantum Chemistry through handpicked diagrams and tables along with complete step by step proofs of derivations and calculations delivered through an efficient and highly user friendly format. It comprises chapters on every aspect of Quantum Chemistry ranging from Classical Mechanics to Computational Chemistry of molecules and even includes an extensive question bank for self-testing.

Salient Features:

•Suited for everyone including undergraduates, post-graduates, researchers, and academicians, • Developmentof subjects from basic to advanced levels, • Categorically designed to be user friendly and easy to read, • Derivations, proofs, results, theories, and numericals are all included,• Full background of a subject from conceptualisation of the idea to its proof is depicted including failed experiments.

ABOUT THE AUTHORS

Dr. Amita Dua is a M.Sc. and PhD holder in Chemistry from the University of Delhi. She has been teaching Chemistry in Dyal Singh College, University of Delhi for more than a decade now. She has been involved in research consistently and has had numerous research papers published in reputed journals in the country. The author is also having a well received publication by the name "Practical Chemistry for Undergraduates" published in year 2013.

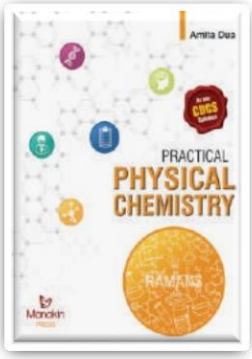
Dr. Chayannika Singh is a M.Sc., MPhil and PhD holder in Chemistry from University of Delhi. She works in Deen Dayal Upadhyaya College in the Department of Chemistry, University of Delhi. She has also taught in S.G.T.B. Khalsa College and Kirori Mal College, University of Delhi for a period of seven years. The author has also delivered online lectures for CBSE.

CONTENTS

1. Classical Mechanics, **2.** Towards Quantum Mechanics, **3.** Introduction to Quantum Mechanics, **4.** Particle in a Box: Quantization of Transitional Energy, **5.** Rigid Rotator: Quantization of Rotational Energy, **6.** Linear Harmonic Oscillator: Quantization of Vibrational Energy, **7.** Hydrogen Atom: Quantization of Electronic Energy, **8.** Multi-electron System & Approximate Methods, **9.** Chemical Bonding, **10.** Huckel Molecular Orbital Theory, **11.** Basics of Computational Chemistry, *Appendix, Index*

Practical Physical Chemistry

Amita Dua



ISBN: 9789-38437-0671
392 pg. | 2017 | PB | Rs. 695

ABOUT THE BOOK

The book has been written to provide assistance to the undergraduate students of various Universities. This book deals with the basic properties of liquids like viscosity and surface tension in a manner to make it easily understandable along with the application of these. Studies on kinetics with emphasis on first order and second order kinetics has been covered explicitly. Thermochemistry is an important area which has been covered giving experimental details and their calculations. These include heat capacity, heat of neutralisation, heat of ionisation, heat of solution , heat of hydration to mention a few. The theory of the experiment has been explained to provide detailed understanding of the subject. Experiments dealing with adsorption properties, colloids and molar mass measurement have described in detail. Another area which has been covered are experiments related to phase rule, nernst distribution law, critical solution temperature and determination of transition temperature. Various techniques which are in use include the application of conductivity meter, potentiometer, pH meter, colorimeter, polarimeter and refractometer. Description of techniques and the instrumental details and steps involved in their use have been well covered under physical chemistry.

The book is very comprehensive covering all aspects from calculations for preparation of reagents to observations and writing of results. "Practicals made easy" is the slogan of the book. Efforts have been put in to simplify each step to help in solving difficulties generally faced during experimentation. This would thus provide in depth understanding to the students with the habit of scientific reasoning.

ABOUT THE AUTHOR

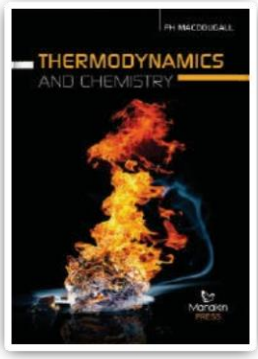
Dr. Amita Dua is a post graduate and doctorate from Department of Chemistry, University of Delhi. She is a faculty member of the Department of Chemistry at Dyal Singh College, University of Delhi. She has teaching experience of more than a decade. Her papers have received space in various reputed national and international journals. She had specialisation in the area of Physical Chemistry. Her lengthy experience and knowledge is reflected in her book on Quantum Chemistry and Practical Chemistry for undergraduates which has received much applaud. She has real understanding of the needs of the students and has tried to bring it out in her books.

CONTENTS

1. Surface Tension Measurement, **2.** Viscosity Measurements, **3.** Thermochemistry, **4.** Ph Metry, **5.** Chemical Kinetics, **6.** Conductometry, **7.** Potentiometry, **8.** Critical Solution Temperature (CST) and Mutual Solubility Temperature (MST), **9.** Phase Rule, **10.** Nernst Distribution Law and Distribution Constant, **11.** Molar Mass, **12.** Transport Number/ Transference Number, **13.** Adsorption, **14.** Colloids, **15.** Transition Temperature, **16.** Polarimetry, **17.** Refractometry, **18.** X-ray Diffraction

CHEMISTRY | Physical

Thermodynamics and Chemistry



ISBN: 9789-38667-7358
412 pg. **|** 2018 **|** HB **|** Rs. 795

F.H. Macdougall

ABOUT THE BOOK

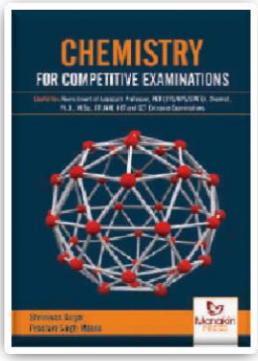
No one can write on thermodynamics without being deeply influenced by Willard Gibbs and Max Planck. The writings of the former will always be the admiration (and sometimes the despair) of the student of thermodynamics on account of the extreme rigor and completeness with which he discusses the subject, while Planck in his Lectures on Thermodynamics has given a treatment which is a model of conciseness, accuracy and logic. It has been my endeavor to write a book which, in addition to being accurate, logical and sufficiently rigorous, will furnish the student with numerous examples of the application of the principles of the science. It is with this object in view that four chapters have been devoted to the phase rule and its applications. According to the point of view adopted in the following pages, thermodynamics is an empirical science, i.e., it is based on generalizations from experience which find their expression in the First andS econd Laws. Hypothetical views as to the constitution of matter or the nature of heat are not used in the development of thermodynamic principles and hence these principles are as certain as the experimental facts on which they are based. It is of course possible to develop the subject on the basis of the kinetic theory, assuming heat to be the kinetic energy of molecules. This method has many advantages and may lead to a more intimate knowledge of nature than is gained when we refrain from such hypothetical aids. On the other hand, by developing thermodynamics empirically, we can be sure that all our results will be expressed in terms of quantities such as temperature, pressure, volume, etc., which can be determined directly by experiment. It is true that we shall frequently apply our empirical thermodynamic principles to problems which are set forth in the language of the molecular theory, as in the case of the study of ioni.

CONTENTS

1. Temperature, **2**. Actual Gases, **3**. Heat, **4**. The First Law of Thermodynamics, **5**. Applications of the First Law-I, **6**. Applications of the First Law-II, Thermochemistry, **7**. The Second Law of Thermodynamcis, **8**. Deductions from the First and Second Laws, **9**. Thermodynamics Functions and Thermodynamic Equilibrium, **10**. Fusion, Evaporation and Sublimation, **11**. The Phase Rule, **12**. Applications of the Phase Rule-I, **13**. Applications of the Phase Rule-II, **14**. Applications of the Phase Rule-III, **15**. Chemical Equilibrium, **16**. Chemical Equilibrium in Liquid Solutions, **17**. Electromotive Force, **18**. Surface Tension and Absorption, **19**. Radiation, Quantum Theory, Nernst Heat Theorem

CHEMISTRY | Physical

Chemistry for Competitive Examinations



ISBN: 9789-38667-7723
645 pg. **|** 2018 **|** PB **|** Rs. 895

Shriniwas Gurjar, Preetam Singh Meena

ABOUT THE BOOK

Chapterwise previous years approx twenty three hundreds (2300) questions with detailed solution to understand the pattern of exams. This book has been divided into 35 chapters strictly according to syllabus of different competitive examinations. The chapters are classified into various subtopics of the three branches of chemistry namely: Inorganic, Organic and Physical Chemistry.

The book provides a good framework and detailed theory of many topics.

Basic and advanced level questions of all topics are covered.

ABOUT THE AUTHORS

Shriniwas Gurjar is working as an Assistant Professor in Department of Chemistry at Ramjas College, University of Delhi. He has rich experience in the field of chemistry. His knowledge of the subject is clearly visible in all organic chemistry books authored by him. He has qualified CSIR-JRF-NET (3 times), GATE, SET and written exam for recruitment of assistant professor conducted by HPSC, RPSC and UKPSC.

Preetam Singh Meena is working as an Assistant Professor, Department of Chemistry at Govt. P.G. College, Karauli, University of Kota. He has about six years of teaching experience in the same field. He has qualified CSIR-JRF-NET, SET and GATE.

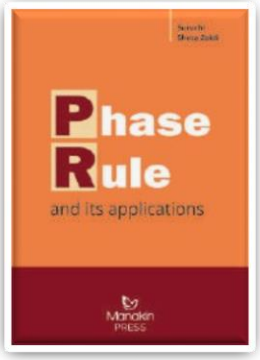
CONTENTS

SECTION A: INORGANIC CHEMISTRY 1. Atomic Structure, **2**. Chemical Bonding and Periodicity, **3**. Co-ordination Chemistry, **4**. Chemistry of Non-Transition Elements, **5**. Lanthanides and Actinides (F-Block), **6**. Solid State, **7**. Metallurgy, **SECTION B: ORGANIC CHEMISTRY 8**. Nomenclature of Organic Compounds, **9**. Reaction Mechanism, **10**. Stereochemistry, **11**. Aliphatic Hydrocarbons, **12**. Aromatic Hydrocarbons and Their Derivatives, **13**. Alcohols, Phenols and Ethers, **14**. Carbonyl and Activemethylene Compounds, **15**. Carboxylic Acids and Their Derivatives, **16**. Nitrogen Containing Compounds, **17**. Heterocyclic Chemistry, **18**. Carbohydrates, Proteins, Aminoacids and Fats, **19**. Vitamins, Drugs, Detergents and Dyes, **20**. Polymers, **21**. Pericyclic Reactions, **22**. Photochemistry, **23**. Bio-Inorganic Chemistry, **24**. Environmental Chemistry, **25**. Spectroscopy, **26**. Analytical Chemistry, **SECTION C: PHYSICAL CHEMISTRY 27**. Mole Concept, **28**. Quantum Chemistry, **29**. Thermodynamics, **30**. Chemical Kinetics, **31**. Nuclear Chemistry, **32**. Colloids and Surface Chemistry, **33**. Electrochemistry, **34**. Chemical, Ionic Equilibrium and Solutions, **35**. Phase Equilibrium

CHEMISTRY | Physical

Phase Rule
and its Applications

Suruchi | Sheza Zaidi



ISBN: 9789-38437-0442
164 pg. | 2017 | HB | Rs. 695

ABOUT THE BOOK

The book covers the fundamental concepts of phases, phase diagrams and their applications. It will help the students to overcome the fear of phase rule. Stress is on understanding and not on memorization. The book has descriptive passages and diagrams (cooling curves) that help students gain a solid foundation in subject. This text will help them learn phase rule faster. Question style has changed over the years. Latest university questions are solved at the end of the book. It also contains numerous phase diagrams.

ABOUT THE AUTHORS

Suruchi has done M.Sc and Ph.D from University of Delhi. She has been teaching chemistry in Ramjas College, University of Delhi for the past thirteen years. She has numerous research publications in reputed journals. This is her first endeavor of this kind and in future she is looking for more ventures and wider canvas for expanding her skills and merits.

Sheza Zaidi has done M.Sc and Ph.D from the prestigious Delhi University. She is currently working as an Assistant Professor in Department of Chemistry, Ramjas College, University of Delhi. She has been teaching chemistry to various undergraduate classes for about twelve years. She has numerous research publications in reputed International journals to her credit.

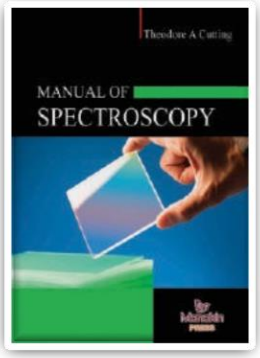
CONTENTS

1. Phase Equilibria–The Phase Rule, **2.** One-Component Systems, **3.** Two Component Systems, **4.** Solutions, **5.** Three Component Systems (C=3), Solved Problems *Index*

CHEMISTRY | Physical

Manual of Spectroscopy

Theodore A Cutting



ISBN: 9789-38437-0046
182 pg. | 2016 | HB | Rs. 695

ABOUT THE BOOK

Too many chemists, mineral collectors, prospectors, and even assayers struggle with tedious chemical and uncertain flame and blowpipe tests when a spectroscope would give far more prompt results. With electricity universally available, and with present day instruments and parts so low in cost, spectroscopic equipment should be in every school and laboratory.

This book has been written to assist those who wish to analyze ores, minerals, alloys, and inorganic chemicals, or wish to teach others to do so. In the qualitative analysis of such materials, there is no instrument so rapid and accurate as the spectroscope, although the analyst must remain within its limits of operation. This is also true of the quantitative analysis of these materials. Although speed comes only after some experience, one may very soon acquire the necessary technique for accurate determinations. The author has attempted to point out some of the short cuts to quick spectroscopic success. Direct methods of burning samples are shown; the key lines of each element have been selected, and a new chart-table has been prepared which shows both the spacing of spectral lines and their wavelengths. An increasing number of schools and universities have courses in spectroscopy, and many industrial plants use spectrographic equipment to speed up the solution of their special problems of analysis.

The bulk and cost of spectroscopes tend to increase in geometric ratio with efficiency, and thus the price of a commercially built high-dispersion instrument is usually beyond the reach of the individual analyst. The parts necessary to make a powerful instrument are few and the essential construction is very simple. The writer believes that instructions for making effective instruments at costs so low as to be within the reach of all, will be appreciated. One section of the book has, therefore, been devoted to such instructions. Largely from his own experience, but also from the literature (see bibliography) a considerable amount of material has been arranged in what is hoped will be helpful form.

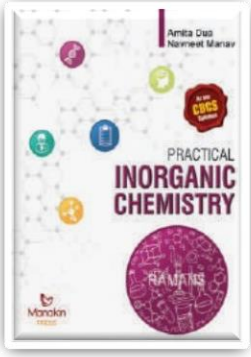
CONTENTS

1. History and Theory of Spectroscopy, **2.** Light Sources, **3.** Spectroscopes, **4.** Spectroscopic Analysis, **5.** The Spectroscope in Mineralogy, **6.** Characteristic Lines of the Elements, **7.** Wave-Length Table-Chart, *Index*

CHEMISTRY | Inorganic

Practical Inorganic Chemistry

As Per CBCS for B.Sc. Hons. & Prog.



ISBN: 9789-38437-0664
312 pg. | 2017 | PB | Rs. 695

Amita Dua | Navneet Manav

ABOUT THE BOOK

The book has been written to provide assistance to the undergraduate students of various Universities. This book deals with the volumetric analysis and the different methodologies involved which include acid- base, redox, complexometric, precipitation, iodometric and iodimetric titrations to mention a few. It also covers gravimetric analysis, preparation of inorganic complexes, soil analysis and qualitatives analysis. Application of inorganic analysis to estimation of alloys, chromatographic separation of metal ions are also included in the book. Use of instrumental techniques like spectrophotometer and colorimeter have been explained in simplified manner. The book provides tips for carrying out experiments smoothly. The book is very comprehensive covering all aspects from calculations for preparation of reagents to observations and writing of results. "Practicals made easy" is the slogan of the book. Efforts have been put in to simplify each step to help in solving difficulties generally faced during experimentation. This would thus provide in depth understanding to the students with the habit of scientific reasoning.

ABOUT THE AUTHORS

Dr. Amita Dua is a post graduate and doctorate from Department of Chemistry, University of Delhi. She is a faculty member of the Department of Chemistry at Dyal Singh College, University of Delhi. She has teaching experience of more than a decade. Her papers have received space in various reputed national and international journals. She had specialisation in the area of Physical Chemistry. Her lengthy experience and knowledge is reflected in her book on Quantum Chemistry and Practical Chemistry for undergraduates which has received much applaud. She has real understanding of the needs of the students and has tried to bring it out in her books.

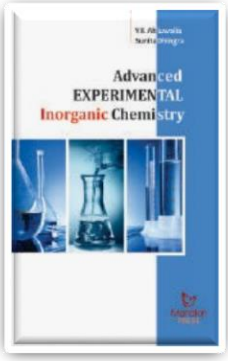
Dr. Navneet Manav did her M.Sc from Guru Nanak Dev University. She received her M.Phil and Ph.D degree from University of Delhi, Delhi. She is working as an Assistant Professor in the Department of Chemistry, Dyal Singh College, University of Delhi. She has twelve years of teaching experience at the undergraduate level. She has handled different projects and published papers in reputed journals. Her specialisation is in the area of Inorganic Chemistry.

CONTENTS

1. Volumetric "Acid-Base Titrations", **2.** Volumetric "Oxidation-Reduction Titrations", **3.** Volumetric "Complexometric Titrations", **4.** Volumetric "Precipitation Titration", **5.** Gravimetric Analysis, **6.** Inorganic Preparations, **7.** Inorganic Mixture Analysis, **8.** Analysis of Alloys, **9.** Chromatographic Separation of Metal Ions, **10.** Spectroscopic Estimations, *Annexure*

CHEMISTRY | Inorganic

Advanced Experimental Inorganic Chemistry



ISBN: 9788-19295-9887
290 pg. | 2016 | HB | Rs. 1295

V.K. Ahluwalia | Sunita Dhingra

ABOUT THE BOOK

The book entitled "Advanced Experimental Inorganic Chemistry" includes the details of chemistry and systematic procedure adopted for analysis of anions, cations, insolubles, alloys and some rare elements. Detection of metal ions by chromatography, atomic absorption and flame photometry are also described. The quantitative analysis includes volumetric and gravimetric analysis of a single or a mixture of components. Instrumental methods of both volumetric and gravimetric analysis are also included. The methods used for preparation of a variety of inorganic compounds, double salts and complexes are also given in detail.

ABOUT THE AUTHORS

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects. He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reactions is winner of 2009 Choice Award for an Outstanding Academic Title. Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research,

Sunita Dhingra worked as Associate Professor of Chemistry, Miranda House, University of Delhi and has taught for more than four decades. Presently, she is associated with promotion of Green Chemistry at Miranda House, University of Delhi.

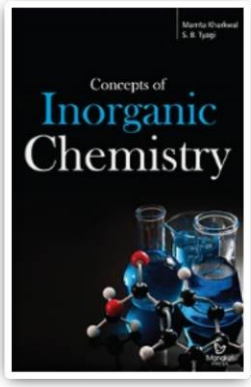
CONTENTS

Part I : Qualitative Inorganic Analysis, **1.** Qualitative Inorganic Analysis, **Part II : Volumetric Analysis, Instrumental Methods of Volumetric Analysis**, **2.** Volumetric Analysis, **3.** Instrumental Methods of Volumetric Analysis, **Part III : Gravimetric Analysis, Estimation of More than one Constituent Present Together in a Solution, Instrumental Methods of Quantitative Analysis**, **4.** Gravimetric Analysis, **5.** Estimation of more than one Constituent in the given solution, **6.** Instrumental Methods of Quantitative Analysis, **Part IV : Inorganic Preparations**, **7.** Inorganic Preparations, *Index*

CHEMISTRY | Inorganic

RECENT

Concepts of Inorganic Chemistry



Mamta Kharkwal | S. B. Tyagi

ABOUT THE BOOK

This book has been explicitly designed with an objective to provide a comprehensive and contemporary introduction as well as solutions to cater the needs of undergraduate students and researchers of chemistry. This book deals with an important concept of inorganic chemistry through various diagrams along with complete explanations in simple and easy to understand text containing eight chapters. To begin with the basic concept of constitution of an atom and their further development with more qualitative explanations and mathematical treatments. The book also deals with periodic classification of elements with detailed general characteristics. Another chapter dwells upon chemical bonding and various theory's from time to time to explain the molecular structure. It also emphasizes to make study of an alkali and alkaline earth metals with detail chemical properties. Another important chapter in the book deals with an extensive study of p-block elements.

We have tried our level best to provide a balanced and need based text book for undergraduate, postgraduate levels and useful for future researchers. We firmly believe the book will meet the present aspirations and requirements of students and will serve the purpose to enhance their interest for further advance studies.

ISBN: 9789-39206-2094
786 pg. | 2022 | PB | Rs. 1195

ABOUT THE AUTHORS

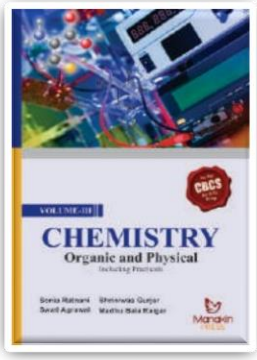
Dr. MamtaKharkwal, Ph. D. Chemistry from University of Delhi. She has been teaching in the Department of Chemistry at Swami Shraddhanand College, University of Delhi, for the last ten years. She has also been involved in research work consistently and having published numerous research papers in the journal of national and international repute to her credit. She was awarded young scientist research project by SERB, Department of Science and Technology, Government of India which was accomplished successfully. She has also completed two research projects awarded by University of Delhi under innovation scheme and has distinction of imparting training to students pursuing under graduation courses. Her subject of interest in research is mainly quantum dots photovoltaic materials and nanotechnology.

Dr. S. B. Tyagi, was awarded his Ph.D. from University of Delhi and worked as Associate Professor for more than 30 years in the Department of Chemistry at Swami Shraddhanand College, University of Delhi. He had been also involved in teaching Agrochemistry to post graduate student in University of Delhi. He has published numerous research papers in the journal of national and international repute. He had been convenor and co-ordinator for many refreshers and orientation courses for college teachers conducted by CPDHE, University of Delhi. He has also completed, numbers of research projects and provided guidance to many graduate and post graduate students. He has published many books in Chemistry as well as Agrochemical and Pest management.

CHEMISTRY | Physical

Chemistry
(Organic and Physical) Volume-3

As Per CBCS for B.Sc. Hons. & Prog.



Sonia Ratnani | Shriniwas Gurjar | Swati Agrawal | Madhu Bala Rajgar

ABOUT THE BOOK

The third volume of the series deals with the organic and physical topics catering to the undergraduate course (third semester) of CBCS. This primarily meets the requirements of students who have enrolled in B.Sc (Prog./General) course of CBCS curriculum. The course material of volume III is reflected in nine chapters covering functional group chemistry of carboxylic acids, acid derivatives, amines and diazonium salts. The chemistry of biomolecules: carbohydrates, amino acids, peptides and proteins is also a part of the organic section. The Physical section of the book deals with aspects of solutions, phase equilibrium, electrochemistry and conductance with appropriate discussion supplemented with numerical problems. As per the curriculum, the book incorporates the laboratory experiments of organic and physical segments.

ISBN: 9789-38667-7785
382 pg. | 2018 | PB | Rs. 695

ABOUT THE AUTHORS

Dr. Sonia Ratnani is employed as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi. She has teaching experience of almost fourteen years. Various national and international publications including books add to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi.

Mr. Shriniwas Gurjar is working as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi since 2009. His knowledge in the subject and teaching experience is conducive of his authorship in organic chemistry books.

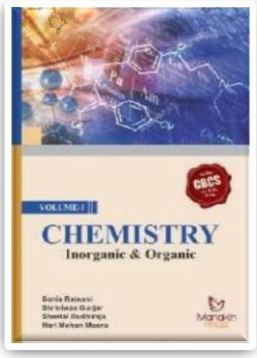
Dr. Swati Agrawal is working as an Assistant Professor in the Department of Chemistry of Motilal Nehru College. Gold medallist and Doctorate in Chemistry from University of Delhi, she has a teaching experience of almost 13 years in Physical Chemistry. She has authored papers in various journals of national and international repute. She has a keen interest in teaching and research and has actively worked in innovation project funded by Delhi University.

Dr. Madhu Bala Raigar is presently working as an Assistant Professor in Ramjas College, University of Delhi. Along with a teaching experience of almost ten years in physical chemistry, she has acclaimed many journals of national and international repute. She has been actively involved in summer internship projects and two DST (Department of Science and Technology) funded projects.

CONTENTS

SECTION A: Organic Chemistry 1. Carboxylic acids (Aliphatic and Aromatic), **2**. Carboxylic Acid Derivatives, **3**. Amines and Diazonium Salts, **4**. Amino Acids, Peptides and Proteins, **5**. Carbohydrates, **SECTION B: Physical Chemistry 6**. Solutions, **7**. Phase Equilibria, **8**. Conductance, **9**. Electrochemistry, **SECTION C: Practicals,** Organic Chemistry Practical, Physical Chemistry Practical

CHEMISTRY | Inorganic



ISBN: 9789-38622-1698
450 pg. **|** 2018 **|** PB **|** Rs. 695

Chemistry

(Inorganic & Organic) Volume-1

Sonia Ratnani | Shriniwas Gurjar | Sheetal Budhiraja | Hari Mohan Meena

As Per CBCS for B.Sc. Hons. & Prog.

ABOUT THE BOOK

This book has been designed to meet the needs of students enrolled in B.Sc (General), B.Sc (Programme), Life Sciences and Physical Sciences. The contents of the book in accordance with Choice Based Credit System (CBCS) are divided into two sections: Section A (Inorganic Chemistry) and Section B (Organic Chemistry).

Key Features

In accordance with the syllabus of the latest Choice Based Credit System (CBCS) implemented in University of Delhi and other central Universities.; Simple Language with Bulleted and Tabular Information.; Rich in solved questions and illustrations for better understanding of the topic.; Laboratory Experiments with related discussions and solved viva voce questions are provided.

ABOUT THE AUTHORS

Dr. Sonia Ratnani is employed as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi. She has teaching experience of almost fourteen years. Various national and international publications including books add to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi.

Mr. Shriniwas Gurjar is working as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi since 2009. His knowledge in the subject and teaching experience is conducive of his authorship in organic chemistry books.

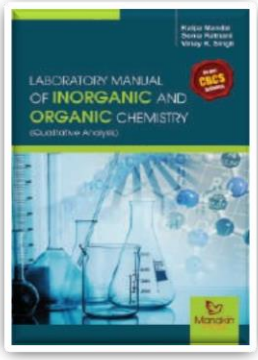
Dr. Sheetal Budhiraja has done her Ph.D in the field of Nanotechnology from Department of Chemistry, University of Delhi. She has research experience of around three years in the Department of Radiopharmaceuticals, Institute of Nuclear Medicine and Allied Sciences, DRDO. She has many research publications in reputed international journals. She has a teaching experience of more than ten years and is presently working as assistant professor in Department of Chemistry, Ramjas College, University of Delhi.

Mr. Hari Mohan Meena is working as an assistant professor in Hansraj College, University of Delhi. With an experience of almost eight years and he has international publications to his credit.

CONTENTS

Section A: Inorganic Chemistry, 1. Atomic Structure, **2**. Chemical Bonding, **Section B: Organic Chemistry**, **3**. Fundamentals of Organic Chemistry, **4**. Stereochemistry, **5.** Hydrocarbons (Alkanes, Alkenes and Alkynes), **Practicals,** Inorganic Practical, Organic Practical

CHEMISTRY | Inorganic



ISBN: 9789-38622-1681
196 pg. **|** 2018 **|** PB **|** Rs. 495

Laboratory Manual of Inorganic & Organic Chemistry: (Qualitative Analysis)

Kalpa Mandal | Sonia Ratnani | Vinay K. Singh

As Per CBCS for B.Sc. Hons. & Prog.

ABOUT THE BOOK

Chemistry being an experimental science is incomplete without laboratory experiments. Qualitative chemical analysis deals with identification of substances or sample under examination. Methods of analysis are basically classified into two categories: Qualitative Inorganic Analysis and Qualitative Organic Analysis. Such analysis, which is based on observations, is fast, easy and economical. This manual deals with the qualitative analysis of inorganic mixtures and analysis of an organic compound. The book caters to the needs of undergraduate science students enrolled in B.Sc Programme (Physical Sciences/Life Sciences), B.Sc Chemistry (Hons.), B.Sc Biochemistry, B.Sc Industrial chemistry and B.Tech Students, where analysis forms a major part of their curriculum. Green methods of analysis wherever applicable have been incorporated.

ABOUT THE AUTHORS

Kalpa Mandal did her Ph.D in chemistry from Jai Narayan Vyas University, Jodhpur. She is presently working as an Assistant professor in department of chemistry, Dyal Singh college, University of Delhi. She has taught for almost a decade in Maharani Sudarshan college, Bikaner, Rajasthan. She has published research papers in various national and international journals. She has also guided undergraduate students in two innovation projects funded by University of Delhi.

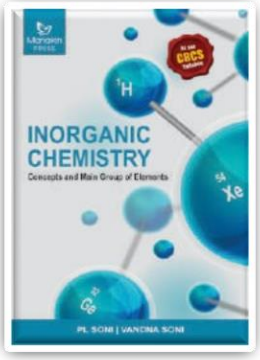
Sonial Ratnani did her Ph.D in chemistry from University of Delhi. Presently she is working as an assistant professor in department of chemistry, Ramjas College, University of Delhi. She has teaching experience of almost 14 years. She has various research papers published in national and international journals, as well as books, which adds to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi. patents and research publications. She has worked on projects which has received both national and international awards. From past many years, she is teaching Organic Chemistry and Green Chemistry to the undergraduates. Her knowledge and experience have been put together in writing the book

CONTENTS 1. Qualitative Inorganic Analysis**, 2**. Analysis of Cations (Basic Radicals)**, 3**. Qualitative Organic Analysis, Index

Inorganic Chemistry

Concepts and Main Group of Elements

P.L. Soni | Vandna Soni



ISBN:9789-38622-1254
464 pg. **|** 2018 **|** PB **|** Rs. 695

ABOUT THE BOOK

After the run-away success of the book on 'Coordination Chemistry' the authors have decided to venture on the next book. This book is an honest attempt to write about the next phase of Inorganic Chemistry to complete full circle in the knowledge of Inorganic Chemistry. At the first instance, this book has devoted a full chapter to carve out the contents and domain of Inorganic Chemistry. The book on Coordination chemistry deals with the knowledge of metals, their important compounds and their applications and importance in life. This book has been divided into three parts. Phase one of the book dwells on the basic concepts in inorganic chemistry which are so important to clearly understand the mechanism, structure and applications of inorganic compounds. Phase two of this book lays emphasis on the study of Hydrogen, alkali and alkaline earth metals. Phase three deals with the extensive study of the p-block elements (mostly non-metals). The study of p-block elements is inclusive of the study of their compounds, their properties of the compounds, their structures and applications in our life.

This section deals with the study of 80 percent of non-metals while the rest are metals. In brief, the study of p-block elements is broadly mentioned as the study of non- metals. In every group in the pblock elements the behavior of elements transcends from non-metals to metals. The last element at the bottom of the every group is mostly a metal except in halogens and zero group elements. The authors are known for their simple and lucid style of writing. They have easily put across their knowledge and ideas to the readers. Their communication is crisp and precise. We are sure the vast community of readers will become richer in knowledge and ideas by going through this book.

ABOUT THE AUTHORS

Dr. PL Soni completed his post-graduation in chemistry in the year 1965 from the Panjab University, Chandigarh under the guidance of Dr. RC Paul. He had a brief stint of two years as a teacher in S.D. College, Ambala Cantt. In the year 1968 he joined ARSD College, University of Delhi as a Lecturer. He was awarded doctorate degree in inorganic chemistry in the year 1980 under the guidance of Professor B.S. Garg, University of Delhi. He served ARSD College for 40 years and held many important, prestigious and responsible positions. He was selected as subject expert by NCERT in 1977-78, and was a member of CBSE syllabus forming committee. He has given lectures and talks on Doordarshan several times. After retirement in 2004 he remained as Director GTBIT, IP University. Besides, he remained subject expert on several selection committees for schools, degree and engineering colleges. He was also on the panel of SSC, Government of India. He served as Professor in PDM Collegeof Engineering, Bahadurgarh and a consultant to Quality Chemicals, Delhi. After retirement he is still in love with the subject and serving vast students community by disseminating knowledge through his books and writings.

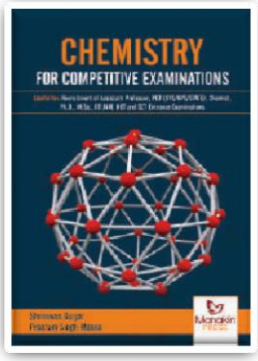
Dr. Vandna Soni, a Ph.D. from IIT Delhi, has been teaching at Maharaja Agrasen College, University of Delhi as Assistant Professor for over a decade. She has been constantly developing e-content and e-labs for undergraduate courses for DU Portal. She was deputed to institute of Life Long Learning, University of Delhi as Fellow in Chemistry in 2009-10 to develop chemistry e-content, e-labs and value addition content for B.Sc. (H) and B.Sc. Programme. She has contributed as author for CBSE-i curriculum and content design. She has been involved in interdisciplinary undergraduate research projects founded by University of Delhi under innovation scheme and star innovation scheme. Besides, she has been contributing towards development of e-content for Post-graduate courses in e-PG Pathshala project founded by MHRD.

CONTENTS

Broad Division between Inorganic, Organic and Physical Chemistry, **1**. Atomic Structure, **2**. Periodic Table and Periodic Properties (Periodicity), **3**. Chemical Bonding I, **4**. Covalent Bond or Non-ionic Bond, **5**. Recent Concepts of Acids and Bases, **6**. Aqueous and Non-aqueous Solventas, **7**. Oxidation and Reduction, **8**. Hydrogen and Hydrides, **9**. Main Group Elements, **10**. Group II, **11**. Study of p-Block Elements, **12**. General Group Discussion, **13**. Group 13 Elements, **14**. Oxygen Family of Elements or Group 14 Elements (Chalcogens), **15**. Elements of Group 15— The Halogens, **16**. Noble Gases or Zero Group Elements

CHEMISTRY | Inorganic

Chemistry for Competitive Examinations



ISBN: 9789-38667-7723
645 pg. | 2018 | PB | Rs. 895

Shriniwas Gurjar, Preetam Singh Meena

ABOUT THE BOOK

Chapterwise previous years approx twenty three hundreds (2300) questions with detailed solution to understand the pattern of exams. This book has been divided into 35 chapters strictly according to syllabus of different competitive examinations. The chapters are classified into various subtopics of the three branches of chemistry namely: Inorganic, Organic and Physical Chemistry.

The book provides a good framework and detailed theory of many topics.

Basic and advanced level questions of all topics are covered.

ABOUT THE AUTHORS

Shriniwas Gurjar is working as an Assistant Professor in Department of Chemistry at Ramjas College, University of Delhi. He has rich experience in the field of chemistry. His knowledge of the subject is clearly visible in all organic chemistry books authored by him. He has qualified CSIR-JRF-NET (3 times), GATE, SET and written exam for recruitment of assistant professor conducted by HPSC, RPSC and UKPSC.

Preetam Singh Meena is working as an Assistant Professor, Department of Chemistry at Govt. P.G. College, Karauli, University of Kota. He has about six years of teaching experience in the same field. He has qualified CSIR-JRF-NET, SET and GATE.

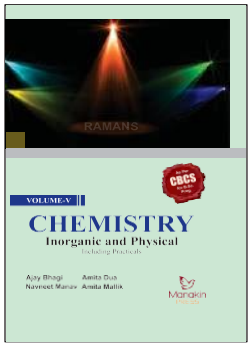
CONTENTS

SECTION A: INORGANIC CHEMISTRY 1. Atomic Structure, **2**. Chemical Bonding and Periodicity, **3**. Co-ordination Chemistry, **4**. Chemistry of Non-Transition Elements, **5**. Lanthanides and Actinides (F-Block), **6**. Solid State, **7**. Metallurgy, **SECTION B: ORGANIC CHEMISTRY 8**. Nomenclature of Organic Compounds, **9**. Reaction Mechanism, **10**. Stereochemistry, **11**. Aliphatic Hydrocarbons, **12**. Aromatic Hydrocarbons and Their Derivatives, **13**. Alcohols, Phenols and Ethers, **14**. Carbonyl and Activemethylene Compounds, **15**. Carboxylic Acids and Their Derivatives, **16**. Nitrogen Containing Compounds, **17**. Heterocyclic Chemistry, **18**. Carbohydrates, Proteins, Aminoacids and Fats, **19**. Vitamins, Drugs, Detergents and Dyes, **20**. Polymers, **21**. Pericyclic Reactions, **22**. Photochemistry, **23**. Bio-Inorganic Chemistry, **24**. Environmental Chemistry, **25**. Spectroscopy, **26**. Analytical Chemistry, **SECTION C: PHYSICAL CHEMISTRY 27**. Mole Concept, **28**. Quantum Chemistry, **29**. Thermodynamics, **30**. Chemical Kinetics, **31**. Nuclear Chemistry, **32**. Colloids and Surface Chemistry, **33**. Electrochemistry, **34**. Chemical, Ionic Equilibrium and Solutions, **35**. Phase Equilibrium

CHEMISTRY | Inorganic

Chemistry: Inorganic and Physical Including Practicals (Volume V) As per CBCS

As Per CBCS for B.Sc.Hons. & Prog.



ISBN: 9789-38834-2230
423 pg. | 2019 | PB | Rs. 795

Ajay Bhagi | Amita Dua | Navneet Manav | Amita Mallik

ABOUT THE BOOK

This volume is divided into three units, comprising of ten chapters, including inorganic, physical and practical chemistry course. Inorganic chemistry portion contains topics like, transition elements, lathanoids, actinoids, crystal field theory and coordinate complexes. The figures have been illustrated wherever required. Physical chemistry units covers the topics like, Quantum mechanics and Spectroscopy of different types. Mathematical treatment of the derivations and difficult numericals have been done stepwise in detail and simple manner for better understanding. Solved examples in the chapters will reinforce the theoretical concepts covered in the chapters.

ABOUT THE AUTHORS

Dr. AjayBhagi had is Ph.D in 1989 from University of Delhi, has been teaching in the department of chemistryat Dyal Singh College Delhi for the past 28 years.He has published numerous research papers in journal of international repute. He has also contributed article in the Dekker Encyclopaedia on Nanoscience and Nanotechnology, Marcel Dekker Inc. He is widely recognised for writing several textbooks of undergraduate and postgraduate level on Environmental Chemistry, Bioinorganic, Supramolecular and InOrganic Chemistry. He has been convener for refresher courses for college teachers conducted by CPDHE,University of Delhi, Delhi. Presently he is an elected member of the Executive Council of University of Delhi.

Dr. NavneetManav has done her M.Sc from Guru Nanak Dev University and M.Phil and Ph.D from University of Delhi, Delhi. She is working as assistant professor in the Department of Chemistry, Dyal Singh College. She has twelve years of teaching experience at the undergraduate level. She has handled different projects and published papers in reputed journals. Her specialisation is in the area of Inorganic Chemistry and contributed to the compilation of the book.

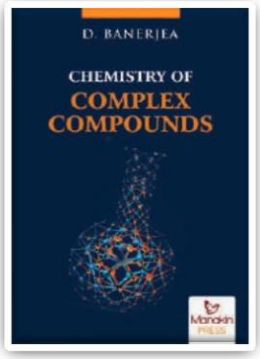
Dr. Amita Dua is a faculty member in the Department of Chemistry at Dyal Singh College. She is a post graduate from University of Delhi. Her doctorate is also from the Department of Chemistry, University of Delhi . She has teaching experience of more than ten years. Her specialisation is in the area of Physical Chemistry. Her vast experience and knowledge is reflected in her book on quantum mechanics and practical chemistry for undergraduates. She has real understanding of the needs of the students and has tried to bring it out in her books. Her thoughts have been penned down for the betterment of the upcoming generation.

Dr. Amita Malik has done her post graduation from Indian Institute of Technology, Delhi and Ph.D from University of Delhi. She has research experience of more than twenty years at Shriram Institute for Industrial Research and currently teaching in the Department of Chemistry at Dyal Singh College. She has many patents and research publications to her credit. She has worked on projects which has received both national and international awards. She has six years of teaching Organic Chemistry and Green Chemistry. to the undergraduates. Her knowledge and experience have been put together in writing the book.

CHEMISTRY | Inorganic

Chemistry of Complex Compounds

D. Banerjea



ISBN: 9789-38667-7396
1200 pg. | 2019 | PB | Rs. 13995

ABOUT THE BOOK

This is a treatise on important aspects of chemistry of coordination complexes (discussed in chapters 3 and 4) and of the related organometallic compounds (discussed in chapter 5) – their nature, bonding, structures, properties, reactions and applications covered systematically. Knowledge on the nature of chemical bond is essential for understanding the formation and properties of such compounds and this in turn requires knowledge of the electronic configurations of elements; hence these are discussed in the first two chapters.

Metal complexes have a major role in biological systems and this is discussed in chapter 7, while chapter 6 is on mixed ligand complexes which are of relevance to metalloenzme catalysed reactions in biological systems that involve metralloenzyme-substrate intermediates that are typical mixed ligand (ternary) complexes. Hence, knowledge of the factors governing the stabilities and labilities of such species are of importance and these are covered in chapter-6. Dynamic and mechanistic aspects of reactions of metal complexes are discussed in chapter 8 and photochemical reactions of metal complexes are discussed in chapter 9. These topics adequately cover considerable part of the advance courses in inorganic chemistry prescribed in the university curricula.

In each chapter there are profuse illustrations and fairly exhaustive literature citations, including some of the most recent ones, which will be of immense help to those who intend to pursue research activities in these fields.

There are twelve appendices containing materials of relevance to the text that include semi-conducting polymers of use in the new generation of solar cells, magnetic behaviour of materials, molecular symmetry, and orbital symmetry rules for chemical reactions.

ABOUT THE AUTHOR

D.Banerjea, Ph.D., D.Sc., FAScT, FNASc, C.Chem., FRSC (London) is a distinguished inorganic chemist who was in service (1957-1960, 1964-1970) in the Indian Association for the Cultivation of Science, Kolkata-32, and Calcutta University (l970-1994) at Sir Rashbehary Ghose Professor of Chemistry in the University College of Science, Kolkata-9.

He was a teacher of repute and is an acknowledged authority in coordination chemistry, and initiated and pursued research work in India on the dynamic and mechanistic aspects of reactions of metal complexes including fast reacting systems. He guided Ph.D. research work of 34 students and of a few others associates. He has a total of 130 original research publications in reputed national and international journals, and 100 articles and reviews (mostly in English language and some in Bengali) on scientific, educational and environmental issues. He has published six other advanced level books in the field of inorganic chemistry and is editor of "Coordination Chemistry-20", published by IUPAC, Pergamon Press, Oxford, UK, 1980.

He is a Fellow (Life) of The Royal Society of Chemistry (UK), of the National Academy of Sciences India, a Foundation Fellow of the West Bengal Academy of Science and Technology, Life Member of a few other scientific associations/institutes, a Life Member of the Indian Chemical Society and served as its President in l988-1989.

He served for several years since 1972 as a member of the International Planning Committee of the International Conferences on Coordination Chemistry (ICCC) and was the Convenor of the 20th ICCC held at Calcutta (now Kolkata) in the year 1979.

He is recipient of several awards including the Sir P. C. Ray Gold Medal (1948) of St. Xavier's College, Calcutta, and Life Time Achievement Award (2003), conferred jointly by Indian Chemical Society and Bundelkhand University (Jhansi, UP, India).

He travelled widely and delivered invited lectures at several international conferences, institutes and universities in India and many other countries (Australia, Japan, China (PRC), former USSR, Greece, Italy, Poland, Hungary, former Czechoslovakia, France, Germany, Switzerland, Holland, Belgium, Denmark, Sweden, England, Scotland, Canada, USA, Brazil).

He was post-doctoral research fellow at North-Western University, USA (1956) and a visiting professor/visiting scientist at several universities abroad (Japan, China, USSR, Italy, Switzerland, UK, USA) on prestigious sponsorship like JSPS (Japan). British Council and the Royal Society (UK), Fulbright (USA) concerned academy or ministry of the host country.

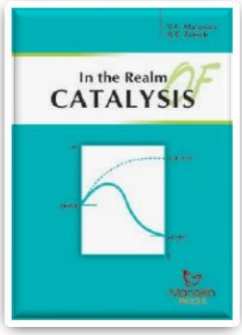
CONTENTS

1. Atomic Structure and Atomic Spectra, **2**. Chemical Bond, **3**. Coordination Comunds - I, **4**. Coordination Compounds – II, **5**. Organometallic and Some Related Compound, **6**. Mixed Ligand Complexe, **7**. Biological Role of Metal Ions and Other Inorganic Species, **8**. Mechanisms of Reactions of Metal Complexes and Organometallic Compounds, **9**. Photochemical Reactions of Metal Complexes

CHEMISTRY | Inorganic

In the Realm of Catalysis

V.A. Afanasiev | G.E. Zaikov

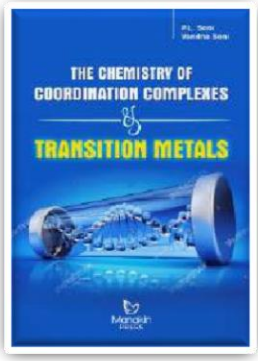


ISBN: 9789-38622-1988
114 pg. | 2018 | PB | Rs. 295

ABOUT THE BOOK

In this popular narrative we have attempted to unveil some 'secrets' of catalytic reactions and to provide illustrations which are more closely related to our own field of research. We have placed special emphasis on the kinetic principles of catalysis. In the discussion of catalysis we considered it necessary to give the reader the basic principles of the theory of chemical catalysis and gave examples of catalysis in biology and in industry. It was not our aim to discuss all aspects of catalysis in chemistry and biology, and in this respect this book is far from being comprehensive.

CHEMISTRY | Inorganic



ISBN: 9788-19387-7203
425 pg. | 2019 | PB | Rs. 895

The chemistry of Coordination Complexes & Transition Metals

As Per CBCS for B.Sc. Hons. & Prog.

P.L. Soni | Vandna Soni

ABOUT THE BOOK

This book is divided in two volumes. Volume-1 covers all important nomenclature, theories of bonding and stereochemistry of coordination complexes. The authors have made an effort to inscribe the ideas knowledge, clearly and in an interesting way to benefit the readers. The complexities of Molecular Orbital theory have been explained in a very simple and easy manner.

The second volume deals with transition and inner transition metals. It gives practical shape to the theories and ideas expressed in Part-1. Conceptually, all transition and inner transition elements form complexes which have definite geometry and show interesting properties. General and specific methods of preparation, physical and chemical properties of each element has been discussed at length. Group wise study of elements in d-block series have been explained. Important compounds, complexes and organometallic compounds of metals in different oxidation states have been given explicitly.

The study of lanthanides and actinides has been covered extensively. General characteristics, physical and chemical properties have been explained in detail. Block wise study of elements is taken up so as to convey every minute detail. Important compounds of different oxidation states have been discussed along with their uses. In 5f-block actinides, preparation of transuranium elements, separation of metals from one another and the last set of element has been detailed adequately. Care has been taken to cover all the important aspects. The elements which are yet to be discovered have been listed and their stability explained. Comparison between the properties of lanthanides and actinides has been clearly spelt out.

This book will strengthen the conceptual and explanatory approach of the readers and complete the circle of knowledge regarding the coordination complexes and transition metals.

ABOUT THE AUTHORS

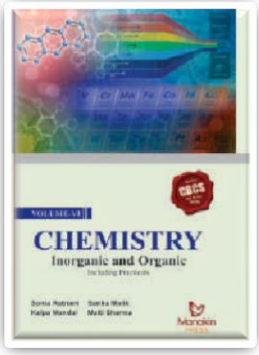
Dr. P L Soni completed his post-graduation in chemistry in the year 1965 from the Panjab University, Chandigarh under the guidance of Dr. RC Paul. He had a brief stint of two years as a teacher in S.D. College, Ambala Cantt. In the year 1968 he joined ARSD College, University of Delhi as a Lecturer. He was awarded doctorate degree in inorganic chemistry in the year 1980 under the guidance of Professor B.S. Garg, University of Delhi. He served ARSD College for 40 years and held many important, prestigious and responsible positions. He was selected as subject expert by NCERT in 1977-78, and was a member of CBSE syllabus forming committee. He has given lectures and talks on Doordarshan several times. After retirement in 2004 he remained as Director GTBIT, IP University. Besides, he remained subject expert on several selection committees for schools, degree and engineering colleges. He was also on the panel of SSC, Government of India. He served as Professor in PDM Collegeof Engineering, Bahadurgarh and a consultant to Quality Chemicals, Delhi. After retirement he is still in love with the subject and serving vast students community by disseminating knowledge through his books and writings.

Dr. Vandna Soni, Ph.D. from IIT Delhi, has been teaching at Maharaja Agrasen College, University of Delhi as Assistant Professor for over a decade. She has been constantly developing e-content and e-labs for undergraduate courses for DU Portal. She was deputed to institute of Life Long Learning, University of Delhi as Fellow in Chemistry in 2009-10 to develop chemistry e-content, e-labs and value addition content for B.Sc. (H) and B.Sc. Programme. She has contributed as author for CBSE-i curriculum and content design. She has been involved in interdisciplinary undergraduate research projects founded by University of Delhi under innovation scheme and star innovation scheme. Besides, she has been contributing towards development of e-content for Post-graduate courses in e-PG Pathshala project founded by MHRD.

CONTENTS

Part–II: Transition Metal Chemistry 1. History of Complexes **2.** Introduction **3.** Correct Empirical Formula of Complexes **4.** IUPAC System of Nomenclature **5.** Isomerism and Stereochemistry **6.** Bonding in Complexes **7.** Preparation and Isolation of Complexes **8.** Stability of Complex Ion **9.** Kinetics or Inert and Labile Complexes **10.** Substitution Reactions in Complexes **11.** Coordination Complexes and Biological Systems **12.** Uses and Applications of Coordination Complexes **13.** Metal Carbonyls and Nitosyls **14.** Organometallics **Part–II: Transition Metal Chemistry 1.** General Characteristics of d-block Elements **2.** Titanium Group **3.** Vanadium Group **4.** Chromium Group **5.** The Cobalt Group **6.** The Zinc Group **7.** Inner Transition or f-block Elements: The Lanthanides **8.** The Actinides

CHEMISTRY: Inorganic and Organic Including Practicals (Volume VI) As per CBCS



ISBN: 9789-38834-2186
328 pg. | 2019 | PB | Rs. 695

Sonia Ratnani | Sarika Malik |Kalpa Mandal | Malti Sharma

ABOUT THE BOOK

The sixth volume of the chemistry book deals with the inorganic and organic topics catering to the undergraduate course (sixth semester/DSE) of CBCS. This primarily meets the requirements of students who have enrolled in B.Sc (Prog./General) course of CBCS curriculum. The course material of volume VI is reflected in seven chapters alongwith inorganic and organic practicals as mentioned in the curriculum.

The Inorganic section of the book covers three chapters: First chapter is the chemistry of 3d metals pertaining to the oxidation states displayed by few transition metals as prescribed in the syllabus. Preparation and properties of important transition metal compounds and complexes. Next chapter deals with the definition and classification of organometallic compounds viz methyl lithium, zeise's salt and ferrocene. Preparation and properties as well as structure and bonding of mono nuclear and polynuclear carbonyls of 3d metals, synergic effect etc. The third chapter of inorganic portion of this book covers Bio-Inorganic Chemistry. which starts with its introduction followed by the discussion of the role of various metal ions in biological system including Mg and Fe.

The Organic section of the book covers four chapters: First chapter deals with the chemistry of Polynuclear hydrocarbons (naphthalene and anthracene). Second chapter is all about five membered and six memeberd heterocyclic compounds including pyrrole, furan, thiophene and pyridine. Next chapter gives brief insight about active methylene compounds (ethyl acetoacetate). This section concludes with chapter four spectroscopy with emphasis on applications of UV and IR spectroscopy.

Last two segments incorporate the laboratory experiments of inorganic and organic sections.

Features of the book:

- ***Simple and Systematic Approach***
- Content equipped with diagrammatic representations, tables, figures and bulleted information to introduce and reinforce the special topics.; Topics are broken into chunks which are more manageable and easy to learn and memorise.; Solved problems are provided which aid in self assessment of the topics gone through by the readers.; Similar reactions are grouped together for systematic presentation of the content.; Experimental section dealing with detailed laboratory exercises.

ABOUT THE AUTHORS

Dr. Sonia Ratnani is employed as an Assistant Professor in the Department of Chemistry of Ramjas College in University of Delhi. Doctorate in Chemistry from University of Delhi, she has teaching experience of almost fourteen years. Various national and international publications including books add to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi.

Dr. Sarika Malik is working as an Assistant Professor in the Department of Chemistry of Ramjas College in University of Delhi. She is Doctorate in Organic Chemistry. She has several years of teaching experience. She has also published several research articles in national/international journals and presented/participated in various national and international conferences, symposium and workshops.

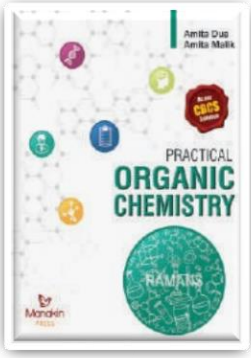
Dr. Kalpa Mandal is working as an Assistant Professor in the Department of Chemistry of Dyal Singh College, University of Delhi. She did her Ph.D. in chemistry from Jai Narayan Vyas University, Jodhpur. She has taught for almost a decade in University of Delhi. She has published various papers in national and international journals. She has also authored book of Chemistry practical. She has guided undergraduate students for research in two innovation projects funded by University of Delhi.

Dr. Malti Sharma is teaching as an Assistant Professor in the department of Chemistry, Miranda House, University of Delhi since 2009. She did her Ph.D. in Chemistry from Rajasthan University, Jaipur. During her 12 years of research experience including Ph.D. She has published many research papers and reviews in national and international Journal of repute. She also got 'Certificate of most Promising Innovation' in 2016.

CONTENTS

SECTION A : Organic Chemistry 1. Chemistry of 3d metals **2.** Organometallic Compounds **3.** Bio-Inorganic Chemistry **SECTION B: Organic Chemistry 1.** Polynuclear Hydrocarbons (Naphthalene and Anthracene) **2.** Heterocyclic Compounds(Pyrrole, Furan, Thiophene and Pyridine) **3.** Active Methylene Compounds (Ethylacetoacetate) **4.** Spectroscopy (UV and IR)

CHEMISTRY | Inorganic



ISBN: 9789-38437-0428
264 pg. | 2017 | PB | Rs. 695

Practical Organic Chemistry

As Per CBCS for B.Sc. Hons. & Prog.

Amita Dua | Amita Malik

ABOUT THE BOOK

The book has been written to provide assistance to the undergraduate students of various Universities. The Organic Practicals have been written taking care of the green route to synthesis in organic chemistry and minimum use of chemicals. The book covers synthesis of organic derivatives of compounds with different functional groups. Methodology have been given in detail for carrying out systematic functional group analysis and estimation of functional group analysis. The book covers basic principles of crystallisation, application and importance of melting/boiling point determination in detail. Chromatographic separation by different chromatographic techniques involving paper, thin layer and column are described. Isolation of active components from different sources and identification of organic compounds by IR and NMR techniques have been covered.

The book is very comprehensive covering all aspects from calculations for preparation of reagents to observations and writing of results. "Practicals made easy" is the slogan of the book. Efforts have been put in to simplify each step to help in solving difficulties generally faced during experimentation. This would thus provide in depth understanding to the students with the habit of scientific reasoning.

ABOUT THE AUTHORS

Dr. Amita Dua is a post graduate and doctorate from Department of Chemistry, University of Delhi. She is a faculty member of the Department of Chemistry at Dyal Singh College, University of Delhi. She has teaching experience of more than a decade. Her papers have received space in various reputed national and international journals. She had specialisation in the area of Physical Chemistry. Her lengthy experience and knowledge is reflected in her book on Quantum Chemistry and Practical Chemistry for undergraduates which has received much applaud. She has real understanding of the needs of the students and has tried to bring it out in her books.

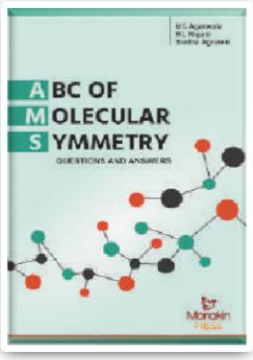
Dr. Amita Malik has done her post graduation from Indian Institute of Technology, Delhi and Ph.D from University of Delhi. She has a research experience of more than twenty years at Shriram Institute for Industrial Research and at present teaching at the Department of Chemistry, Dyal Singh College, University of Delhi. She has many patents and research publications. She has worked on projects which has received both national and international awards. From past many years, she is teaching Organic Chemistry and Green Chemistry to the undergraduates. Her knowledge and experience have been put together in writing the book.

Contents

1. recrystallisation **2.** melting Point **3.** boiling Point **4.** chromatography **5.** functional Group Analysis Of Organic Compounds **6.** oxidation **7.** reduction **8.** hydrolysis **9.** addition **10.** halogenation **11.** nitration **12.** acylation **13.** amides And Anilides **14.** diazotisation And Coupling **15.** isolations **16.** name Reactions **17.** methylation **18.** two Step Preparation 1**9.** organic Estimation **20.** Determination Of Avogadro's Number **21.** Ir Spectroscopy **22.** Nmr Spectroscopy

FORTHCOMING

CHEMISTRY | Organic



ISBN: 9789-38437-0893
178 pg. | 2023 | PB | Rs. 595

ABC of Molecular Symmetry

QUESTIONS AND ANSWERS

As Per CBCS for B.Sc. Hons. & Prog.

U.C. Agarwala | H.L. Nigam | Sudha Agrawal

ABOUT THE BOOK

The influence of symmetry on scientific vision of descriptive science, especially chemistry is profound. It binds chemistry together into a coherent whole. It aids not only in unraveling the structures and bondings of chemical compounds but also in showing a relationship of electronic structure with their reactivities. It makes the study of symmetry a "Must" for all the students majoring in chemistry. But these studies necessarily involve grasping ideas with mathematical rigor which are given in a number of available books. This demands on the students some pre-knowledge of mathematics, especially of linear algebra. Unfortunately it becomes deterent for mathematical frightened students. A need is therefore felt for a very elementary booklet on symmetry free as far as possible from mathematical details for those who become nervous by mathematical jargons. Our endeavor in the present book is to keep the matter on symmetry mainly qualitative. The emphasis is more on the physical principles rather than on mathematical details. Attempts throughout is made to derive the principles by giving proper examples. The justifications of principles are through various different types of examples. We sincerely hope that the approach might possibly help the readers in creating an interest to study symmetry.

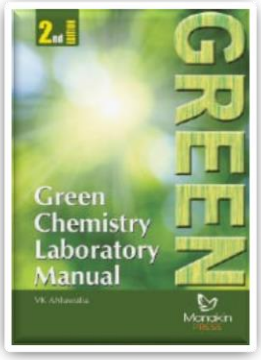
CONTENTS

1. What is Symmetry **, 2**. Symmetry Elements and Operations **, 3**. Relationships among Operations Defining Molecular Symmetry**, 4**. Representations (Reducible and Irreducible). Direct Products **, 5**. Some Applications of Symmetry

CHEMISTRY | Organic

Green Chemistry Laboratory Manual (2nd Edition)

VK Ahluwalia



ISBN: 9789-38622-1001
172 pg. | 2017 | HB | Rs. 695

ISBN: 9788-19387-7296
172 pg. | 2017 | PB | Rs. 395

ABOUT THE BOOK

It is extremely important that chemistry students need to be introduced to green chemistry so that they can understand the positive impact it can have on human health and the environment. With this idea in mind, the book entitled 'Green Chemistry Laboratory Manual' has been compiled. This manual will be of immense use to all chemistry students, researchers & academicians at all levels. It gives a brief introduction to green chemistry explaining why green chemistry is necessary.

As per suggestions of a number of teachers, about 20 new green preparations have been added. A new section on organic synthesis by grinding of the reagents has been incorporated. Some miscellaneous organic synthesis like cyclohexyl acetate, tetrabutylammonium chromate, trans-1,2 cyclohexane diol, cis-2-cyclopentone-1, 4-diol have been added. The last synthesis, viz, cis-2-cyclopentene-1, 4-diol has been carried out using singlet oxygen.

Salient features

- The twelve principles of green chemistry have been discussed in brief.
- The planning of green synthesis has been incorporated and typical green preparations given. These include atom economical reactions, reactions in water, supercritical carbondioxide, ionic liquids, polyethylene glycol, solid state, photoinduced organic synthesis, enzymatic trans-formations, use of microwave irradiation and sonication in organic synthesis, and organic synthesis by grinding of the reagents.

CONTENTS

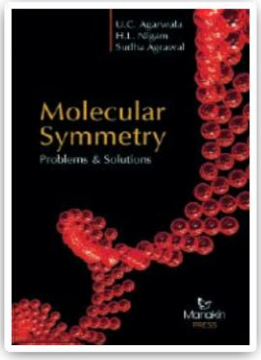
1. Introduction, **2.** Why Green Chemistry is Necessary, **3.** Understanding the Twelve Principles of Green Chemistry, **4.** Generalisation of the Twelve Principles of Green Chemistry, **5.** Planning a Green Synthesis, **6.** Green Preparations, *Index*

CHEMISTRY | Organic

ABC of Molecular Symmetry

QUESTIONS AND ANSWERS

U.C. Agarwala | H.L. Nigam | Sudha Agrawal



ISBN: 9789-38437-0282
326 pg. | 2016 | HB | Rs. 1295

ISBN: 9789-38437-0138
326 pg. | 2016 | PB | Rs. 995

ABOUT THE BOOK

Molecular symmetry studies have been very important in unraveling the structure and bonding properties of chemical compounds but these necessarily require grasping ideas with mathematical rigour. Solving related problems would positively catalyse students' thinking to appreciate the intricacies and complexities inherent in the subject.

Molecular Symmetry through Problems & Solutions is designed on this base model. It aims to guide students' understanding of a difficult subject by leading through a series of problems and solutions increasing in complexity at regular intervals. The book, hence, presents the subject of Molecular Symmetry through a question – answer format that is supplemented by figures, structures, and illustration to support the comprehension of the students.

ABOUT THE AUTHORS

Prof UC Agarwala holds a Master's Degree from Allahabad University and a Ph.D. from Boston University. He has been a member of research groups headed by the Nobel Laureate; Prof. H. Taube's at Chicago University, USA and at McMaster University, Canada. Subsequently, Prof Agarwala took up the Head of the Department position at IIT Kanpur. He is also credited for starting a number of courses at IIT Kanpur including "Symmetry Applied to Chemistry" for M.Sc. and Ph.D. students. Prof. Agarwala has also guided multiple Ph.D. students and published numerous research papers in national and international journals. Prof. Agarwala is a fellow of the Indian National Science Academy and has authored several books on the subject.

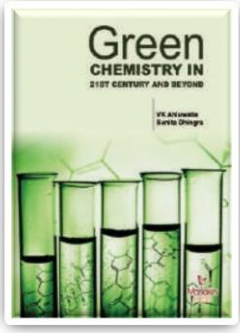
Prof HL Nigam holds a Master's Degree and a D.Phil from Allahabad University along with a Ph.D from the University College, London. He has worked with luminaries in chemistry like Prof NR Dhar and Prof. Sir Ronald Nyholm, F.R.S. He is a fellow of the Indian National Science Academy and National Academy of Sciences. Subsequently, he joined the Allahabad University Chemistry Department where he guided many Ph.D. students and wrote over 150 original research papers in national and international journals. He had a brief stay at Devi Ahilya Indore University as Prof & Head of the Chemistry Department. Prof Nigam has been the Vice-Chancellor of APS University, Rewa, the Honorary Editor of Indian Journal of Chemistry and the President of the Indian Chemical Society, having won several National Research Prizes in Chemistry.

Dr Sudha Agrawal, is an academician who has taught at both, the undergraduate and the postgraduate level at the PPN College, Kanpur. She has contributed a variety of research articles in international journals on the subject of the study of curing and rheological behavior of vinyl esters.

CONTENTS

1. Introduction, **2.** Molecular Symmetry Elements and their Symmetry Operations, **3.** Products of Symmetry – Operations (Multiplication Tables) and other Related Concepts, **4.** Points Groups – Sub Groups Classes and other Related Properties, **5.** Representation of Point Groups, **6.** Irreducible Representations, Their Properties and the Great Orthogonality Theorem Character Tables, **7.** Direct Products and Vanishing Integral, **8.** Eye for Judging of Understanding Symmetry, *Appendix-Test Papers*

CHEMISTRY | Organic



ISBN: 9789-38437-0480
632 pg. | 2017 | HB | Rs. 1895

Green Chemistry in 21st Century and Beyond

V.K. Ahluwalia | Sunita Dhingra

ABOUT THE BOOK

This book is written for undergraduate, postgraduate and research scholars and for students of Engineering Colleges and Environmental Studies. The most important is its use to chemists all over the globe working in research and development using of various industries dealing with chemicals in 21st century and beyond.

Salient Features:

- Organic transformations using green solvents.
- Procedures dealing with minimizing the use of energy.
- Use of green reagents in organic transformations.
- A discussion on Industries like pharmaceuticals
- Solventless Organic transformations.
- Use of catalysts in organic transformations.
- Green Fuels.
- polymer and agricultural chemicals.

ABOUT THE AUTHORS

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects.

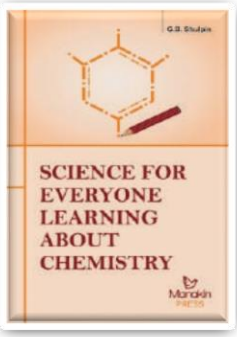
He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research, University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reactions is winner of 2009 Choice Award for an Outstanding Academic Title.

Sunita Dhingra worked as Associate Professor of Chemistry, Miranda House, University of Delhi and has taught for more than four decades. Presently, she is associated with promotion of Green Chemistry at Miranda House, University of Delhi.

CONTENTS

1. Introduction to Green Chemistry, **2.** Organic Transformations in Water, **3.** Transformations in Ionic Liquids, **4.** Transformations in Super Critical Carbon Dioxide, **5.** Transformations in Polyethylene Glycol and its Solutions, **6.** Transformations in Fluorous Solvents, **7.** Miscellaneous Green Solvents, **8.** Solvent-free Organic Transformations, **9.** Microwave Assisted Organic Transformations, **10.** Ultrasound Assisted Organic Transformations, **11.** Photochemical Organic Transformations, **12.** Organic Transformations using Phase Transfer Catalysts, **13.** Biocatalytic Transformations, **14.** Organic Transformations using Supported Catalysts, **15.** Organic Transformations using Green Reagents, **16.** Organic Transformations using Renewable Starting Materials, **17.** Electrochemical Synthesis, **18.** Pharmaceutical Industries, **19.** Polymer Industry, **20.** Agricultural Chemicals, *Index*

CHEMISTRY | Organic



ISBN: 9789-38667-7105
236 pg. | 2018 | PB | Rs. 495

Science for Everyone Learning About Chemistry

G.B. Shul'pin

ABOUT THE BOOK

This book is about chemistry, one of the most important sciences studied by humanity. It consists of a series of essays, each considering one field of chemistry, or a key notion, or an important compound. A feature of this book is that each essay is accompanied by descriptions of simple experiments, which can easily be performed at home. Some of the principles by which experimental data are processed, are considered, and the reader will see how the properties of unstudied substances can be predicted. Far from all branches of chemistry are covered within this small book. Nevertheless, the book touches upon many fields of chemistry, such as inorganic, organic, physical, colloid, biological, analytical and stereo-chemistry branches. The book will be of interest to senior pupils and chemistry teachers.

CONTENTS

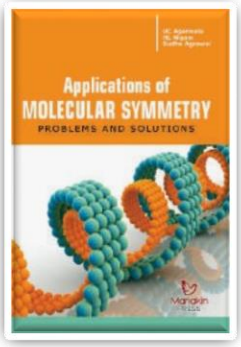
1. Chemistry: the Science of Molecular Transformations, **2**. The Rate of Chemical Transformations About Catalysis, **3**. How Much Iron Is There in Tap Water?, **4**. Chemical Reactions and an Electric Current, **5**.Rust as Seen by a Chemist, **6**. A Substance on the Surface or the Chemistry of Laundering, **7**. Why Is the Sky Blue?, **8**. Chemistry and Light, **9**. Yellow Dye from Black Carbon, **10**. Perfume from Naphthalene, **11**. The "Black Box" of Chemical Transformations, **12**. Chemical Puzzles and Paradoxes, **13**. Plasticine Electron Clouds, **14**. Theoretical Predictions, **15**. Types of Polymers, **16**. Why Is Rubber Elastic?, **17**. Our Food, **18**. Vitamins and Chemistry, **19**. Experiments with Medicines, **20**. Why Are Poisons Toxic?

CHEMISTRY | Organic

Applications of Molecular Symmetry

Problems & Solutions

U.C. Agarwala | H.L. Nigam | Sudha Agrawal



ISBN: 9789-38437-0398
548 pg. | 2017 | HB | Rs. 1295

ABOUT THE BOOK

Nature exhibits symmetries on all scapes ranging from cosmological to atomic particle. Some are obvious, some hidden. These are fertile as unifying, classifying and simplifying agents in scientific studies. Though these are enjoying, their theoretical and mathematical nature is conceptually complex and abstract because of their links with group theory. The latter—mathematical language of symmetry—is usually presented in terms of "Hard to Grasp" abstract axioms. But whatever be the nature of group theory-concept, it and symmetry are inseparable, it defines "Symmetry". Because symmetry arguments are such a powerful tool in teaching, and research, especially in science, an understanding of the basic concepts of symmetry in group theory concepts will be a great to students. A book is needed that deals with the basics of symmetry in terms of Group Theory, so that the students could develop an understanding in the field. With these thought in mind, we wrote a book "Book One" dealing only the fundamentals of the basics of symmetry. Basics without applications have no meaning. The applications of symmetry are innumerable. There is hardly any areascientific or non- scientific—where symmetry does not peep in. A book on the applications will be an impossibility to write. However, an attempt can be made to write a book on its applications dealing only a few important disciplines. A selection of topics to be included in an introductory book for chemists is inevitable. We, therefore, chose a few topics that might be interesting to chemists present book is an outcome of that concept.

ABOUT THE AUTHORS

Prof UC Agarwala holds a Master's Degree from Allahabad University and a Ph.D. from Boston University. He has been a member of research groups headed by the Nobel Laureate; Prof.H.Taube's at Chicago University, USA and at McMaster University, Canada. Subsequently, Prof. Agarwala took up the Head of the Department position at IIT Kanpur. He is also credited for starting a number of courses at IIT Kanpur including "Symmetry Applied to Chemistry" for M.Sc. and Ph.D. students. Prof. Agarwala has also guided multiple Ph.D. students and published numerous research papers in national and international journals. Prof. Agarwala is a fellow of the Indian National Science Academy and has authored several books on the subject.

Prof HL Nigam holds a Master's Degree and a D.Phil from Allahabad University along with a Ph.D from the University College, London. He has worked with luminaries in chemistry like Prof NR Dhar and Prof. Sir Ronald Nyholm, F.R.S. He is a fellow of the Indian National Science Academy and National Academy of Sciences. Subsequently, he joined the Allahabad University Chemistry Department where he guided many Ph.D. students and wrote over 150 original research papers in national and international journals. He had a brief stay at Devi Ahilya Indore University as Prof & Head of the Chemistry Department. Prof Nigam has been the Vice-Chancellor of APS University, Rewa, the Honorary Editor of Indian Journal of Chemistry and the President of the Indian Chemical Society, having won several National Research Prizes in Chemistry.

Dr Sudha Agrawal, is an academician who has taught at both, the undergraduate and the postgraduate level at the PPN College, Kanpur. She has contributed a variety of research articles in international journals on the subject of the study of curing and rheological behavior of vinyl esters.

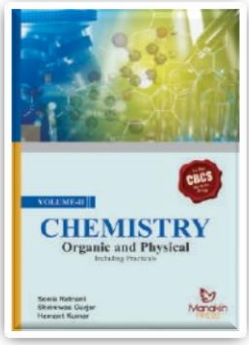
CHEMISTRY | Organic

As Per CBCS for B.Sc.Hons. & Prog.

Chemistry

(Organic & Physical) Volume-2

Sonia Ratnani | Shriniwas Gurjar | Shriniwas Gurjar | Hemant Kumar



ISBN: 9789-38667-7617
366 pg. | 2018 | PB | Rs. 695

ABOUT THE BOOK

The second volume of the chemistry book deals with the organic and physical chemistry topics catering to the undergraduate course (second semester) of CBCS. This primarily meets the requirements of those students who want to prepare themselves for college level chemistry. The course material of volume II is reflected in nine chapters covering functional group chemistry of alkyl halides, aryl halides, alcohols, phenols, ethers and carbonyl compounds. The Physical section of the book incorporates the aspects of thermodynamics and equilibrium in context with chemical reactions. The contents are further supplemented with the respective laboratory experiments as per the curriculum. This book will help them to learn the basics of organic and physical chemistry in a more lucid and systematic way.

ABOUT THE AUTHORS

Dr. Sonia Ratnani is employed as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi. She has teaching experience of almost fourteen years. Various national and international publications including books add to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi.

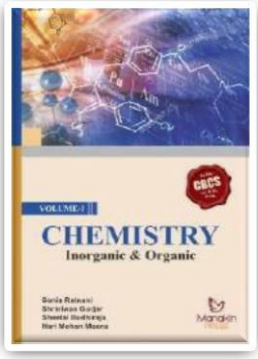
Mr. Shriniwas Gurjar is working as an assistant professor in Department of Chemistry of Ramjas College in University of Delhi since 2009. His knowledge in the subject and teaching experience is conducive of his authorship in organic chemistry books.

Mr. Hemant Kumar is working as an assistant professor in Department of Chemistry of Ramjas College since four years. He has specialisation in various areas of physical chemistry including a project on fluorescence studies of proteins.

CONTENTS

Section A: Organic Chemistry, **1**. Aromatic Hydrocarbons, **2**. Alkyl and Aryl Halides, **3**. Alcohols, Phenols and Ethers, **4**. Carbonyl Compounds (Aldehydes and Ketones), Section B: Physical Chemistry, **5**. Chemical Energetics, **6**. Chemical Equilibrium, **7.** Ionic Equilibria, Section C: Practicals**, 8**. Organic Chemistry Practicals, **9.** Physical Chemistry Practicals

CHEMISTRY | Organic



ISBN: 9789-38622-1698
450 pg. | 2018 | PB | Rs. 695

Chemistry
(Inorganic & Organic) Volume-1

As Per CBCS for B.Sc. Hons. & Prog.

Sonia Ratnani | Shriniwas Gurjar | Sheetal Budhiraja | Hari Mohan Meena

ABOUT THE BOOK

This book has been designed to meet the needs of students enrolled in B.Sc (General), B.Sc (Programme), (Life Sciences), (Physical Sciences). The contents of the book in accordance with Choice Based Credit System (CBCS) are divided into two sections: Section A (Inorganic Chemistry) and Section B (Organic Chemistry).

Key Features

- In accordance with the syllabus of the latest Choice Based Credit System (CBCS) implemented in University of Delhi and other central Universities.
- Simple Language with Bulleted and Tabular Information.
- Rich in solved questions and illustrations for better understanding of the topic.
- Laboratory Experiments with related discussions and solved viva voce questions are provided.

ABOUT THE AUTHORS

Dr. Sonia Ratnani is employed as an Assistant professor in Department of Chemistry of Ramjas College University of Delhi. She has teaching experience of almost fourteen years. Various national and international publications including books add to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi.

Mr. Shriniwas Gurjar is working as an Assistant Professor in Department of Chemistry of Ramjas College in University of Delhi since 2009. His knowledge in the subject and teaching experience is conducive of his authorship in organic chemistry books.

Dr. Sheetal Budhiraja has done her Ph.D in the field of Nanotechnology from Department of Chemistry, University of Delhi. She has research experience of around three years in the Department of Radiopharmaceuticals, Institute of Nuclear Medicine and Allied Sciences, DRDO. She has many research publications in reputed international journals. She has a teaching experience of more than ten years and is presently working as Assistant Professor in Department of Chemistry, Ramjas College, University of Delhi.

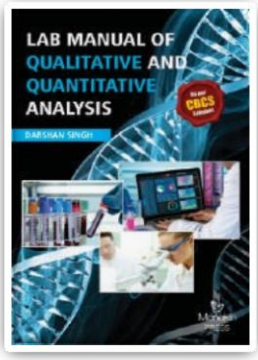
Mr. Hari Mohan Meena is working as an assistant professor in Hansraj College, University of Delhi. With an experience of almost eight years and has international publications to his credit.

CONTENTS

Section A, **1**. Atomic Structure, **2**. Chemical Bonding, **Section B**, **3**. Fundamentals of Organic Chemistry, **4**. Stereochemistry, **Laboratory Experiments**, Section A. Inorganic Chemistry, Section B. Organic Chemistry, **Viva Voce Questions**

Science | Chemistry | Organic Chemistry | Practicals | Qualitative | Quantitative

CHEMISTRY | Organic



ISBN: 9789-38437-0947
232 pg. | 2017 | PB | Rs. 695

Lab Manual of Qualitative and Quantitative Analysis

As Per CBCS for B.Sc. Hons. & Prog.

Darshan Singh

ABOUT THE BOOK

The objective of this book is to provide information about the basic knowledge of organic chemistry practicals at undergraduate level. It consists of three units namely synthesis of organic compounds, estimation of organic compounds and functional group analysis with their derivative preparation in a simple way. This book contains 35 preparations with their reaction, mechanism and procedure. Each exercise has been written in a student friendly way.

ABOUT THE AUTHOR

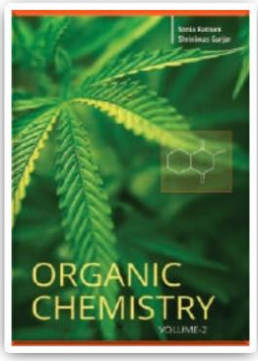
Dr. Darshan Singh has been teaching organic chemistry to various undergraduate classes in the department of Chemistry, Daulat Ram College, University of Delhi, since 2005. She has 11 research papers to her credit in many national and international journals of repute. She has also presented various papers in many national and international conferences. She is an avid researcher engaged in 3 projects funded by University of Delhi out of which one is completed & others are progressing well. She is also a co-author of a book "science and life".

CONTENTS

1. Qualitative Inorganic Analysis, **2.** Analysis of Cations (Basic Radicals), **3.** Qualitative Organic Analysis

Organic Chemistry (Volume-2)

As Per CBCS for B.Sc. Hons. & Prog.



Ishwar Dutt Vats | Sneh Lata

ISBN: 9789-38437-0619
364 pg. | 2017 | PB | Rs. 695

ABOUT THE BOOK

Comprehensive Organic Chemistry book is mainly written as a preparatory text for undergraduate students of chemistry for both honours and general. The book is mainly divided in four chapters with further sub-divisions as per the contents.

Key Features:

1. The language of book is easy to understand and content are written in continuity, making the reader more comfortable in moving from one topic to another.
2. The book is strictly according to syllabus for Choice Based Credit System (CBCS) implemented in all central universities of India including University of Delhi.
3. The book provides detailed reaction mechanism in each chapter.
4. The book provides concise and effective discussion on included contents.
5. Book also provides supporting data in the form of illustrations, tables and reactions to make the topic simpler to understand.
6. It also includes solved problems of related topics from previous years question papers.
7. It provides exercise at the end of each chapter for practice.
8. Book includes large number of solved questions in various chapters.

ABOUT THE AUTHORS

Dr. Ishwar Dutt Vats did his B.Sc in Chemistry (Hons) in 2002 from Acharya Narendra Dev College, M.Sc in Organic Chemistry in 2004 from Hansraj College and doctorate in Chemistry in 2009 from Department of Chemistry, University of Delhi. During his doctorate research, he worked in medicinal chemistry specifically in peptide chemistry and analgesics. During these efforts, he published several research publications in peer reviewed international journals like European Journal of Pain, European Journal of Pharmacology, Journal of Neuroscience Research, Neuropeptides, Journal of Cardiovascular Pharmacology. His research interest have been the areas of peptide and synthetic organic chemistry. He has received several grants from University Grant Commission (UGC), Council of Scientific and Industrial Research (CSIR) and University of Delhi. He is the member of several chemical societies like Indian Peptide Society, Indian Science Congress Association and Indian Society of Analytical Scientists. Before joining as assistant professor in University of Delhi, he worked as Research Scientist in Panacea Biotec Ltd., at Biopharmacuetial Reserach Centre, New Delhi. After that he has six years of experience in teaching undergraduate honours and program course students in various colleges of Delhi University. Presently, he is working as Assistant Professor in Department of Chemistry, Deshbandhu College, University of Delhi.

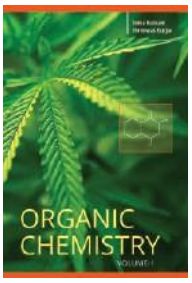
Dr. Sneh Lata did her B.Sc in Chemistry (Hons) in 2002 from Daulat Ram College, M.Sc in Organic Chemistry in 2004 from Miranda House and doctorate in Chemistry in 2009 from Department of Chemistry, University of Delhi. During her doctorate, she worked in synthetic organic chemistry especially on Bio-mimetic compounds. She had also published several research publications in peer reviewed international journals. She is also the member of Indian Peptide Society and Indian Science Congress Association. After that she has five years of experience in teaching undergraduate honours and program course students in College of Delhi University. Presently, she is working as Assistant Professor in Department of Chemistry, Atma Ram Sanatan Dharama College, University of Delhi.

CONTENTS

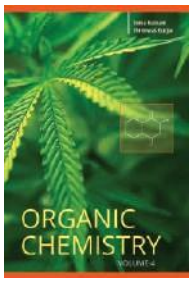
UNIT - I Alkyl Halides, Aryl Halides, **1.** Alkyl Halides, **2**. Aryl Halides, **UNIT - II Alcohols**, **Phenols, Ethers and Epoxides, 3.** Alcohols, **4**. Phenols, **5**. Ethers and Epoxides, **UNIT - III Carbonyl Compounds**, **6.** Carbonyl Compounds, **UNIT - IV Carboxylic Acid and Their Derivatives**, **7**. Carboxylic Acids, **8**. Derivatives of Carboxylic Acids, **9**. Substituted Acids,

FORTHCOMING

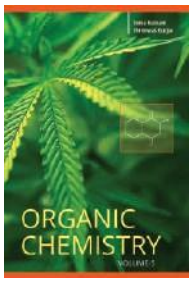
Volume-1



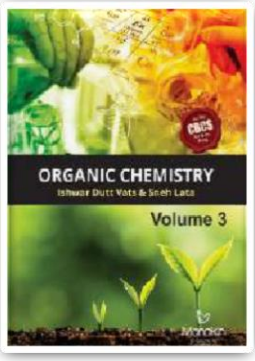
Volume-4



Volume-5



CHEMISTRY | Organic



ISBN: 9789-38929-6396
318 pg. | 2020 | PB | Rs. 795

Organic Chemistry (Volume-3)

As Per CBCS for B.Sc. Hons. & Prog.

Ishwar Dutt Vats | Sneh Lata

ABOUT THE BOOK

Comprehensive Organic Chemistry book is mainly written as a preparatory text for undergraduate students of chemistry for both honours and general. The book is mainly divided in four chapters with further sub-divisions as per the contents.

Key Features:

1. The language of book is easy to understand and content are written in continuity, making the reader more comfortable in moving from one topic to another.
2. The book is strictly according to syllabus for Choice Based Credit System (CBCS) implemented in all central universities of India including University of Delhi.
3. The book provides detailed reaction mechanism in each chapter.
4. The book provides concise and effective discussion on included contents.
5. Book also provides supporting data in the form of illustrations, tables and reactions to make the topic simpler to understand.
6. It also includes solved problems of related topics from previous years question papers.
7. It provides exercise at the end of each chapter for practice.
8. Book includes large number of solved questions in various chapters.

ABOUT THE AUTHORS

Dr. Ishwar Dutt Vats did his B.Sc in Chemistry (Hons) in 2002 from Acharya Narendra Dev College, M.Sc in Organic Chemistry in 2004 from Hansraj College and doctorate in Chemistry in 2009 from Department of Chemistry, University of Delhi. During his doctorate research, he worked in medicinal chemistry specifically in peptide chemistry and analgesics. During these efforts, he published several research publications in peer reviewed international journals like European Journal of Pain, European Journal of Pharmacology, Journal of Neuroscience Research, Neuropeptides, Journal of Cardiovascular Pharmacology. His research interest have been the areas of peptide and synthetic organic chemistry. He has received several grants from University Grant Commission (UGC), Council of Scientific and Industrial Research (CSIR) and University of Delhi. He is the member of several chemical societies like Indian Peptide Society, Indian Science Congress Association and Indian Society of Analytical Scientists. Before joining as assistant professor in University of Delhi, he worked as Research Scientist in Panacea Biotec Ltd., at Biopharmacuetial Reserach Centre, New Delhi. After that he has six years of experience in teaching undergraduate honours and program course students in various colleges of Delhi University. Presently, he is working as Assistant Professor in Department of Chemistry, Deshbandhu College, University of Delhi.

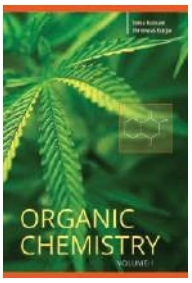
Dr. Sneh Lata did her B.Sc in Chemistry (Hons) in 2002 from Daulat Ram College, M.Sc in Organic Chemistry in 2004 from Miranda House and doctorate in Chemistry in 2009 from Department of Chemistry, University of Delhi. During her doctorate, she worked in synthetic organic chemistry especially on Bio-mimetic compounds. She had also published several research publications in peer reviewed international journals. She is also the member of Indian Peptide Society and Indian Science Congress Association. After that she has five years of experience in teaching undergraduate honours and program course students in College of Delhi University. Presently, she is working as Assistant Professor in Department of Chemistry, Atma Ram Sanatan Dharama College, University of Delhi.

CONTENTS

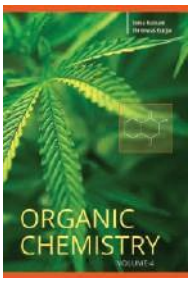
UNIT - I Alkyl Halides, Aryl Halides, **1.** Alkyl Halides, **2**. Aryl Halides, **UNIT - II Alcohols**, **Phenols, Ethers and Epoxides, 3.** Alcohols, **4**. Phenols, **5**. Ethers and Epoxides, **UNIT - III Carbonyl Compounds**, **6.** Carbonyl Compounds, **UNIT - IV Carboxylic Acid and Their Derivatives**, **7**. Carboxylic Acids, **8**. Derivatives of Carboxylic Acids, 9. Substituted Acids,

FORTHCOMING

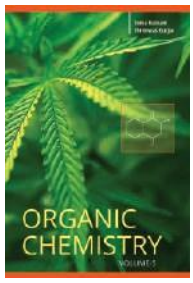
Volume-1



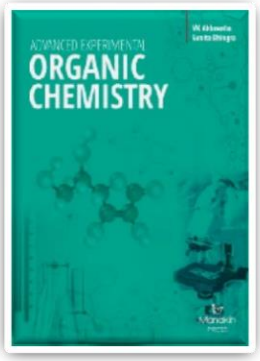
Volume-4



Volume-5



Advanced Experimental Organic Chemistry



V.K. Ahluwalia | Sunita Dhingra

ABOUT THE BOOK

The book entitled "Advanced Experimental Organic Chemistry" has been written for under-and post- graduate students keeping in mind the curriculum of chemistry laboratory in all the universities. We have made an effort to present this book in a simple way and hope this will find a place in all the laboratories, libraries and in the book shelf of academicians and students.

The book which in itself is more of a lab manual has a multi-scale approach & delves on all key topics of the subject like qualitative organic analysis, spectroscopic identification of organic compounds, preparation of organic compounds, isolation of some natural compounds, quantitative estimations and chromatography techniques used for purification, separation of organic compounds. Inclusion of some procedures like spot tests for detection of extra elements and functional groups, a few procedures for microwave assisted reactions, use of carbon dioxide for isolation of some compounds etc. and a comprehensive list of questions at the end of each chapter are additional features of the book.

ISBN: 9788-19295-9894
566 pg. | 2017 | HB | Rs. 1595

ABOUT THE AUTHORS

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects.

He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research, University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reactions is winner of 2009 Choice Award for an Outstanding Academic Title.

Sunita Dhingra worked as Associate Professor of Chemistry, Miranda House, University of Delhi and has taught for more than four decades. Presently, she is associated with promotion of Green Chemistry at Miranda House, University of Delhi.

CONTENTS

Safe Practices in the Laboratory, **1.** Qualitative Organic Analysis, **2.** Spectroscopy, **3.** Preparation of Organic Compounds, **4.** Isolation of Natural Products, **5.**Estimations, **6.** Chromatography, **7.** Tables of Organic Compounds and their Derivatives, *Index*

Organic Synthesis: A Treatise

V.K. Ahluwalia

ABOUT THE BOOK

Organic synthesis is most important to an organic chemist. It is an essential component for the synthesis of various types of organic compounds like drugs, antibiotics, medicinally important compounds, amino acids, peptides, proteins, dyes, cosmetics, agrochemicals, plastics and a large number of compounds having diverse applications.

Though a large number of books, monographs, reviews and various journals have described organic synthesis but a comprehensive account is lacking. It is well known that new reactions, reagents and catalysts are being discovered at a fast rate. With this idea in mind, it is proposed to write a book on organic synthesis to cover a comprehensive account dealing with all aspects of organic synthesis. This book is a perfect primer for students of organic chemistry and can also be an ideal book for teachers & academicians. The book provides comprehensive information about various aspects of organic synthesis.

The book covers a host of topics. These include named and unnamed reactions. As far as possible, green conditions are given for most of the reactions. Other topics include organic reagents useful for organic synthesis and a host of other methods useful for organic synthesis. It is hoped that this book will be of immense use to all students of chemistry at various levels including scientist working in various chemical industries

.

ISBN: 9789-38437-0213
840 pg. | 2017 | HB | Rs. 2495

ISBN: 9789-38834-2070
840 pg. | 2017 | PB | Rs. 1895

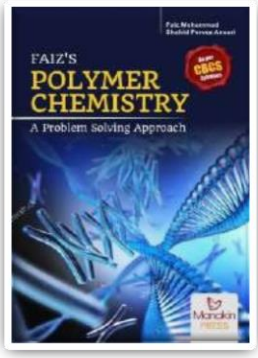
ABOUT THE AUTHOR

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and MPhil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects. He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry, and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reaction is winner of 2009 Choice Award for an Outstanding Academic Title.

CONTENTS

Unit I:Name Reactions, **1 .** Name Reactions, **Unit II: Unnamed Reactions**, **2.** Unnamed Reactions, **3.** Rules for Organic Synthesis, **Unit III: Reagents**, **4.** Reagents, **Unit IV: Miscellaneous Methods of Organic Synthesis,** **5.** Oxidation, **6.** Reduction, **7.** Phase Transfer Catalysts, **8.** Crown Ethers, **9.** Sonication, **10.** Hydroboration, **11.** Epoxidations, **12.** Electrochemical Synthesis, **13.** Chemoselective Synthesis, **14.** Stereoselective Synthesis, **15.** Retereo Synthesis, **16.** Combinatorial Chemistry, **17.** Interconversion of Functional Groups. *Appendices, Index.*

CHEMISTRY | Polymer



ISBN: 9789-38667-7402
400 pg. | 2018 | PB | Rs. 895

Faiz's Polymer Chemistry

A Problem Solving Approach

Faiz Mohammad | Shahid Pervez Ansari

As Per CBCS for B.Sc. Hons. & Prog.

ABOUT THE BOOK

Although, a wide variety of books on polymers and allied topics are available, it remained a challenge even today for students to perceive the polymers and their behaviour like they can visualize an atom without physically seeing it. Therefore, there is still an urgent need to cover the topics on the basics of polymers in such a way that someone who does not have any idea of polymers may also comprehend and realize the beauty of this revolutionary material of present age and of the future.

This book "Faiz's Polymer Chemistry" will be a treasure-house of concepts and revelations on polymers for anyone having just basic understanding of chemistry and willing to grasp polymers as his career in his undergraduate, post-graduate or even research program. The book will cover the various aspects It is a slightly unusual book and I am not sure how to categorize it. In a way it is a polymer story book written by someone devoted whole his life to polymers as a technical hand, instructor, researcher and guide, he is not a professional story writer. Each chapter is about a different aspect of polymers as he dreamt without losing the continuity with the previous one and connectivity with the next.

The storyline starts with the discussion of two elements viz. carbon and hydrogen, one of them was solid and black while the other was gaseous and colorless. Both the elements have their own charismatic style and followed their own way of interaction with others. On their long journey started from time immemorial, they befriended and grown into the ultimate ally of each other.

Over a long period of times, their family grew unchecked flourishing everywhere all over the world. The parents of polymers, the two main elements viz. carbon and hydrogen, vividly described in this book are simple and ordinary but their progeny overpowered and excelled all the traditional materials leaving an extraordinary impression, no comforts if no to polymers.

Now days, polymers are indispensably everywhere and they offer novelty and versatility in performance as well as in applications which is not found in any other kind of materials. Thus polymers have acquired an extensive role and pivotal position in the field of materials today.

The progress in the field of polymers has been extremely rapid compared to any other branch of chemistry. Polymers are generally used as passive materials such as in packaging, as adhesives and coatings in electrical, electronics, sensors and photonics etc. besides their major use as structural materials. Therefore, it is the right time to explore the possibility of exposing the world of polymer materials with awesome properties and tremendous applications.

ABOUT THE AUTHORS

Dr. Faiz Mohammad is Professor in the Department of Applied Chemistry, Aligarh Muslim University. He obtained his D.Phil. in the field of Electrically Conducting Polymers from the School of Chemistry and Molecular Sciences, University of Sussex (UK) in 1988.

He has published over 100 research works in journals and books of international repute besides guiding research in the field of conducting polymer synthesis, properties and device applications, chemical and biosensors, polymer nanocomposites, green synthesis of nanometals and polyblends besides having interest in environmental issues.

He has extensively been engaged in collaborative research, teaching assignments, delivering lectures and participating in the conferences in the universities of UK, USA, Brazil, Singapore, Malaysia, Kingdom of Saudi Arabia, Oman, Pakistan, Bangladesh and Ethiopia.

Dr. Shahid Pervez Ansari completed his M.Sc. (Industrial Chemistry) and Ph.D. (Applied Chemistry) in the field of Conducting Polymer Nanocomposites from Aligarh Muslim University. He has published several papers in the journal of international repute and filed patents. He is well trained researcher in the area of polymer chemistry especially in the applications of conducting polymer nanocomposites in secondary batteries and photovoltaics besides his expertise in the field of the photocatalytic degradation of organic pollutants. He has served the Umm al Qura University of Saudi Arabia and University Polytechnic (Boys), Aligarh Muslim University in the capacity of Assistant Professor of Chemistry besides his experience as Team Leader (Chemist) at Asian Paints India Ltd.

CONTENTS

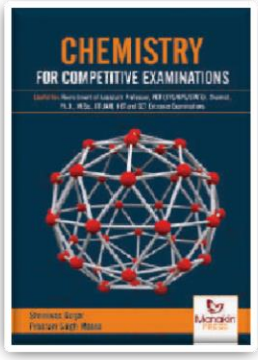
Introduction | Polymerization | Copolymerization | Techniques of Polymerization | Structure of The Polymers | Properties of The Polymers | Structure-Property Relationship in Polymers | Polymer Dissolution | Thermoplastic Polymers | Thermosetting Polymers | Elastomeras | Fiber Forming Polymers | Inorganic Polymers | Electrically Conducting Polymers | Liquid Crystalline Polymers | Polymers In Biomedical Science And Technology | Peizoelecric And Magnetic Polymers | Spectrochemical Characterization Of Polymers | Polymer Processing | Experimental Polymer Chemistry

CHEMISTRY | Organic

BESTSELLER

Chemistry for Competitive Examinations

Shriniwas Gurjar, Preetam Singh Meena



ISBN: 9789-38667-7723
645 pg. | 2018 | PB | Rs. 895

ABOUT THE BOOK

Chapterwise previous years approx twenty three hundreds (2300) questions with detailed solution to understand the pattern of exams. This book has been divided into 35 chapters strictly according to syllabus of different competitive examinations. The chapters are classified into various subtopics of the three branches of chemistry namely: Inorganic, Organic and Physical Chemistry.

The book provides a good framework and detailed theory of many topics.

Basic and advanced level questions of all topics are covered.

ABOUT THE AUTHORS

Shriniwas Gurjar is working as an Assistant Professor in Department of Chemistry at Ramjas College, University of Delhi. He has rich experience in the field of chemistry. His knowledge of the subject is clearly visible in all organic chemistry books authored by him. He has qualified CSIR-JRF-NET (3 times), GATE, SET and written exam for recruitment of assistant professor conducted by HPSC, RPSC and UKPSC.

Preetam Singh Meena is working as an Assistant Professor, Department of Chemistry at Govt. P.G. College, Karauli, University of Kota. He has about six years of teaching experience in the same field. He has qualified CSIR-JRF-NET, SET and GATE.

CONTENTS

SECTION A: INORGANIC CHEMISTRY 1. Atomic Structure, **2**. Chemical Bonding and Periodicity, **3**. Co-ordination Chemistry, **4**. Chemistry of Non-Transition Elements, **5**. Lanthanides and Actinides (F-Block), **6**. Solid State, **7**. Metallurgy, **SECTION B: ORGANIC CHEMISTRY 8**. Nomenclature of Organic Compounds, **9**. Reaction Mechanism, **10**. Stereochemistry, **11**. Aliphatic Hydrocarbons, **12**. Aromatic Hydrocarbons and Their Derivatives, **13**. Alcohols, Phenols and Ethers, **14**. Carbonyl and Activemethylene Compounds, **15**. Carboxylic Acids and Their Derivatives, **16**. Nitrogen Containing Compounds, **17**. Heterocyclic Chemistry, **18**. Carbohydrates, Proteins, Aminoacids and Fats, **19**. Vitamins, Drugs, Detergents and Dyes, **20**. Polymers, **21**. Pericyclic Reactions, **22**. Photochemistry, **23**. Bio-Inorganic Chemistry, **24**. Environmental Chemistry, **25**. Spectroscopy, **26**. Analytical Chemistry, **SECTION C: PHYSICAL CHEMISTRY 27**. Mole Concept, **28**. Quantum Chemistry, **29**. Thermodynamics, **30**. Chemical Kinetics, **31**. Nuclear Chemistry, **32**. Colloids and Surface Chemistry, **33**. Electrochemistry, **34**. Chemical, Ionic Equilibrium and Solutions, **35**. Phase Equilibrium

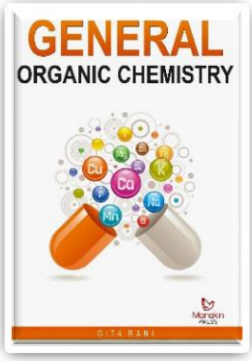
Chemistry | Organic Chemistry & Technology

CHEMISTRY | Organic

RECENT

General Organic Chemistry

Gita Rani



ISBN: 9789-38667-7778
295 pg. | 2020 | PB | Rs. 795

ABOUT THE BOOK

The book 'General Organic Chemistry' is designed to make root understanding of organic chemistry to the students of Under Graduates, Post Graduates, M.Phil. and Research Scholars. This book introduces the basic concepts of organic chemistry like reaction intermediates, attacking reagents and types of common organic reactions which generate the interest among readers. It includes the synthesis properties and reactions of hydrocarbons and compounds containing various functional groups like halogen derivatives, alcohols, ethers, carbonyl compounds, carboxylic acids and their derivatives, N-containing compounds and polymers and bio-molecules.

The expression of various reactions and mechanisms has been done with the help of infographics: like structural diagrams, arrows for shifting of electrons and groups.
The organic chemistry is huge field, and to learn its various parts are very difficult task. But in this book author used simple way to learn the mechanisms. It has been shown with the help of arrows along with only brief discussion which can help to understand in easier way.

The best way to learn any subject is by solving the problems related questions with this field. Keeping this in mind some exercises are given at the end of each chapter, which can help to learn topic lucid way.

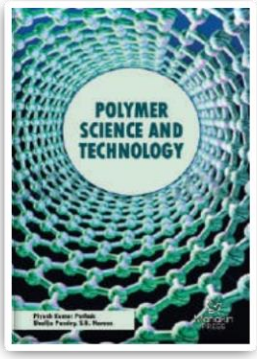
ABOUT THE AUTHOR

Gita Rani, Author of this book, did her P.G. from M.D. University, Rohtak and then qualified NET examination conducted by UGC-CSIR, New Delhi. She has also done M.Phil. and Ph.D. in Chemistry in the field of Conducting Polymers. She has authored a book, "Conducting Plastics". She has guided many students of M.Sc. and M.Phil. for their project work and dissertation. She is also guiding Ph.D. scholars. She has published number of research papers in Journals of National and International repute. She is life time member of various bodies like, Youth Hostels Associates of india (YHAI), Indian Society of Analytical Scientists (ISAS, Delhi Chapter), The Indian Science Congress Association (ISCA), Asian Polymer Association (APA) etc. She has presented her research papers in various National and International conference in India and abroad.

CONTENTS

1. Some Basic Concepts of Organic Chemistry **2.** Hydrocarbons **3.** Alkyl and Aryl Halides **4.** Alcohols, Phenols **5.** Ethers **6.** Aldehydes & Ketones **7.** Carboxylic Acids and Their Derivatives **8.** Amines **9.** Nitro, Nitrites, Cyanides, Isocyanides **10.** Drugs, Dyes & Detergents **11.** Polymers **12.** Biomolecules

CHEMISTRY | Polymer



ISBN: 9789-38667-7532
230 pg. | 2019 | PB | Rs. 595

Polymer Science and Technology

Dr. Piyush Kr. Pathak, Dr. Shailja Pandey, Dr. S.K. Naman

ABOUT THE BOOK

Polymer Science and Technology is designed for engineering undergraduate and postgraduate students of all disciplines of engineering & science. This book attempts to explain the fundamental polymer concepts in a precise, systematic and easy to understand manner with illustrative examples. Each chapter is enriched with numerous solved and unsolved problems and questions from previous year's examination papers of various technical universities along with clear insight of its fundamentals concepts.

Salient features:

- Systematic and well organised treatment of the subject.
- Key features such as practice examples chapter end exercises.
- Nicely drawn and clearly labelled diagrams supplementing the text.

ABOUT THE AUTHORS

Dr. Piyus Kumar Pathak was appointed as Assistant Professor at the Sunder Deep Group of Institutions, Dasna, Ghaziabad. He then moved over to the United College of Engineering and Research, Greater Noida, and got promoted to position of Associate Professor of Chemistry. Dr. Pathak secured his Doctorate degree from the U.P. Technical University, Lucknow in 2007. He has fifteen years teaching and research experience to his credit at various Engineering colleges in Uttar Pradesh.

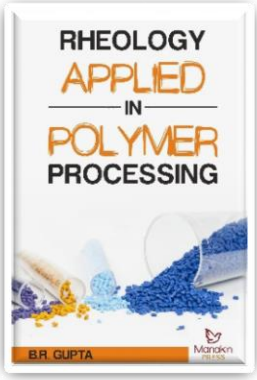
Dr. Shailja Naman is Associate Prof., Department of Chemistry at B.B.D.N.I.I.T., Lucknow, (U.P.). She completed her Ph.D. from University of Lucknow in field of Chemistry. She has fourteen years of experience in teaching. She has published more than twelve research papers in National and International Journals. Dr. Shailja is an associate editor of International Journal of Chemical Research and member of editorial board of International Journal of Advance Research in Science and Engineering. She is also the life time member of Association of Chemistry Teachers (ACT).

Dr. S.K. Naman obtained his Ph.D. in Chemistry from University of Lucknow (U.P.). He is N.E.T. (SRF) qualified. He has more than 17 years of teaching experience. He has contributed research articles to various National and International Journals and he also has keen interest in study of Polymers.

Polymer Science | Polymer Processing | Chemistry

RECENT

CHEMISTRY | Polymer



ISBN: 9789-3-8667-7969
425 pg. | 2022 | PB | Rs. 1495

Rheology Applied in Polymer Processing

B.R. Gupta

ABOUT THE BOOK

The book is divided into eight chapters. Chapter 1 gives an introduction outlining briefly different processing steps involved in polymer processing with emphasis on the importance of the science of rheology in the processing of polymers. Chapter 2 covers the basic principles, various parameters and applied mathematical models used in rheological studies. The melt flow analysis of non-Newtonian fluids, velocity distribution, laminar flow, pressure drop-volumetric flow rate relationship, the transition between laminar and turbulent flow and modified Reynolds number for power law fluids, etc. are included in Chapter 3. Chapter 4 outlines the effect of different parameters like temperature, pressure, MW, molecular weight distribution, filler loading etc. on the purely viscous rheological response of polymer melts and solutions. Chapter 5 discusses the principles of rheometry and different equipment like capillary viscometers, cone and plate, cylindrical and sliding-plate viscometers used in rheological measurements.

The static and dynamic viscoelastic response of polymer melts and solutions, linear viscoelastic models like Maxwell, Voigt-Kelvin and Zener models and Boltzmann superposition principles are given in Chapter 6. It also includes the discussion on the molecular structure and viscoelastic response of the polymeric systems and some theoretical background of linear and non-linear viscoelasticity. Chapter 7 includes the discussion on the effects of various process, material, and molecular parameters on the dynamic viscoelastic functions like storage and loss moduli and compliances and loss tangent etc. The role of rheology in understanding problems associated with the processing of polymers in different equipment like calendars, mixers, extruders, injection moulding, film blowing, extruder dies etc. as well as a discussion on the die swell and melt fracture phenomenon are included in Chapter 8.

ABOUT THE AUTHOR

Dr. B. R. Gupta received his Ph. D. from I I T Kharagpur in chemical Engineering in the field of " Rheology of rapidly settling suspensions". He worked as a faculty member at IIT Kharagpur for more than three decades initially in the Dept. of Chemical Engineering and then in Rubber Technology Centre. He has served as Emeritus Professor at (AICTE) at SJC College of Engineering, Mysore, Karnataka.

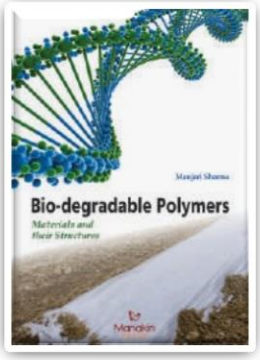
Dr. Gupta's research areas are Polymer Rheology and Processing, Waste Rubber Recycling, Chemical Modification of Rubbers and Rheology of filled systems. He has guided a number of Ph.D. and masters degree students. He has published more than 80 research papers in reputed international journals and 3 books one on Polymer rheology; and another on Polymer processing Technology and one on Rubber processing on a Two Roll Mill. Dr. Gupta retired in the year 2004.

CHEMISTRY | Polymer

Bio-degradable Polymers

Materials and their Structures

Manjari Sharma



ISBN: 9789-38437-0008
242 pg. | 2015 | HB | Rs. 2295

OVERVIEW

This book is about development of biodegradable polymers alternatives, which are required to save our reserves of fossil fuels and to save our mother earth from further environmental degradation. Petrochemical resources on earth are depleting day by day due to excessive usage. We use polymers in every aspect of our life and we have become highly dependent on them. In last two decades emphasis was on to develop stronger polymeric materials, which are unaffected even by the harsh environmental conditions, but now there is paradigm shift in approach i.e. Petrochemicals to Potato, because disposal of petrochemical based polymers is still an issue and something out of Potato as a substitute to Polymers is a nature to nature approach. Research has shifted now to prepare biodegradable polymers, which possess the equal capabilities as of synthetic polymer, so that items prepared by this material remain useful throughout their useful life time and thereafter, they would biodegrade without much effort in a environmentally sound manner.

There is a race to find the best alternative having lowest cost and having more or less similar capacity as that of petrochemical resource based polymers. Alternatives are there but cost economics of sustainability does not permit us to adopt them. These alternatives have been derived from natural resources, which have been modified scientifically. These modifications are possible because of advanced technologies available & capabilities where it is possible to identify each resource, based on its property, modification and alternatives. Research continued so far has moved into a right direction without any doubt but it can further do miracles if it continues to grow a little faster. Actually the research should be result oriented rather than being for academic purpose.

ABOUT THE BOOK

This book is about development of biodegradable polymers alternatives, which are required to save our reserves of fossil fuels and to save our mother earth from further environmental degradation. This book deals with the family of biodegradable polymers which have to be prepared with a novel idea of studying polymers with a "Cradle to Grave" approach. It touches upon basic materials, which can be potential materials to prepare biodegradable polymers with their basic structures, properties, behaviour and limitations known till date.

This book will help students in understanding various characterisation techniques which can be used for the study of identification of functional group, structural properties, thermal behaviour, crystallographic nature, mechanical properties and morphological properties through FTIR–ATR for physico chemical properties, DSC & TGA for thermal studies, XRD for crystallographic studies & SEM for morphological studies. It also provides an overview of various testing methods to analyse biodegradability including standard guideline for evaluation of biodegradation and compostability of polymer material through ASTM/ISO/EN standard methods.

Salient Features:

- Definitions of Biodegradable Polymers
- Natural polymeric Materials and their properties
- Research done till date in the field of development of Biodegradable Polymers
- Commercial products available with International and National Companies
- Approaches to develop biodegradable polymers
- Chemical processing of materials
- Instrumentation/Methodology for characterization of polymeric material
- Standard methods of Composting ISO/EN/ASTM

ABOUT THE AUTHOR

Manjari Sharma is a professional in the field of Polymer Science having Doctorate from Delhi Technological University (formerly known as Delhi College of Engineering). She is presently serving as an Assistant Professor in Ambedkar Institute of Advanced Communication Technologies & Research, Geeta Colony, Delhi.

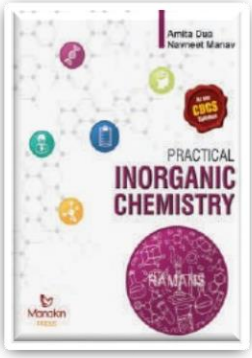
Author has to her credit of more than 25 (twenty five) research publications in the field of Bio-degradable Polymers in renowned Journals like PPTE, Taylor & Fancis, J. Polym. Environ., Springer etc. Author has also presented her work in the International Conference on 5th Asia-Europe Symposium held at DRESDEN, GERMANY. Her work had been recognised in International Conference on Green Technology and Environmental Protection at Sofia BULGARIA, International Conference BiPoCo 2012, SIOFOK HUNGARY & Advanced Polymers in Dresden, GERMANY.

Author has also served at Central Pollution Control Board and contributed in the National Mission on "Clean Ganga" which is still active. Author had been associated with renowned Institutions like CIPET, Lucknow & Ahmedabad, India and IIT Kanpur, India in bilateral project with Norwegian Institute for Air Research, (NILU) Kjeller, Norway, under Norwegian Government etc.

CONTENTS

1. Introduction, **2**. Classification of Biodegradable Polymers, **3**. Materials and Their Structures, **4**. Innovation Till Date, **5**. Characterization Techniques
6. Biodegradation, *Glossary, Index*

BESTSELLER



ISBN: 9789-38437-0664
312 pg. | 2017 | PB | Rs. 695

CHEMISTRY | PRACTICAL

Practical Inorganic Chemistry

As Per CBCS for B.Sc. Hons. & Prog.

Amita Dua | Navneet Manav

ABOUT THE BOOK

The book has been written to provide assistance to the undergraduate students of various Universities. This book deals with the volumetric analysis and the different methodologies involved which include acid- base, redox, complexometric, precipitation, iodometric and iodimetric titrations to mention a few. It also covers gravimetric analysis, preparation of inorganic complexes, soil analysis and qualitatives analysis. Application of inorganic analysis to estimation of alloys, chromatographic separation of metal ions are also included in the book. Use of instrumental techniques like spectrophotometer and colorimeter have been explained in simplified manner. The book provides tips for carrying out experiments smoothly. The book is very comprehensive covering all aspects from calculations for preparation of reagents to observations and writing of results. "Practicals made easy" is the slogan of the book. Efforts have been put in to simplify each step to help in solving difficulties generally faced during experimentation. This would thus provide in depth understanding to the students with the habit of scientific reasoning.

ABOUT THE AUTHORS

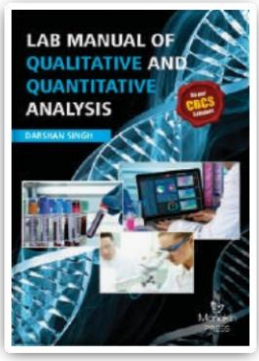
Dr. Amita Dua is a post graduate and doctorate from Department of Chemistry, University of Delhi. She is a faculty member of the Department of Chemistry at Dyal Singh College, University of Delhi. She has teaching experience of more than a decade. Her papers have received space in various reputed national and international journals. She had specialisation in the area of Physical Chemistry. Her lengthy experience and knowledge is reflected in her book on Quantum Chemistry and Practical Chemistry for undergraduates which has received much applaud. She has real understanding of the needs of the students and has tried to bring it out in her books.

Dr. Navneet Manav did her M.Sc from Guru Nanak Dev University. She received her M.Phil and Ph.D degree from University of Delhi, Delhi. She is working as an Assistant Professor in the Department of Chemistry, Dyal Singh College, University of Delhi. She has twelve years of teaching experience at the undergraduate level. She has handled different projects and published papers in reputed journals. Her specialisation is in the area of Inorganic Chemistry.

CONTENTS

1. Volumetric "Acid-Base Titrations", **2.** Volumetric "Oxidation-Reduction Titrations", **3.** Volumetric "Complexometric Titrations", **4.** Volumetric "Precipitation Titration", **5.** Gravimetric Analysis, **6.** Inorganic Preparations, **7.** Inorganic Mixture Analysis, **8.** Analysis of Alloys, **9.** Chromatographic Separation of Metal Ions, **10.** Spectroscopic Estimations, *Annexure*

Science | Chemistry | Organic Chemistry | Practicals | Qualitative | Quantitative



ISBN: 9789-38437-0947
232 pg. | 2017 | PB | Rs. 695

CHEMISTRY | PRACTICAL

Lab Manual of Qualitative and Quantitative Analysis

As Per CBCS for B.Sc. Hons. & Prog.

Darshan Singh

ABOUT THE BOOK

The objective of this book is to provide information about the basic knowledge of organic chemistry practicals at undergraduate level. It consists of three units namely synthesis of organic compounds, estimation of organic compounds and functional group analysis with their derivative preparation in a simple way. This book contains 35 preparations with their reaction, mechanism and procedure. Each exercise has been written in a student friendly way.

ABOUT THE AUTHOR

Dr. Darshan Singh has been teaching organic chemistry to various undergraduate classes in the department of Chemistry, Daulat Ram College, University of Delhi, since 2005. She has 11 research papers to her credit in many national and international journals of repute. She has also presented various papers in many national and international conferences. She is an avid researcher engaged in 3 projects funded by University of Delhi out of which one is completed & others are progressing well. She is also a co-author of a book "science and life".

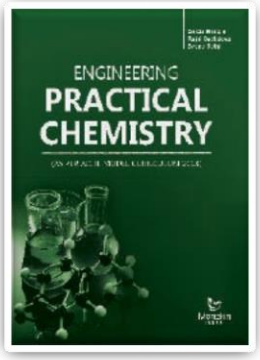
CONTENTS

1. Qualitative Inorganic Analysis, **2.** Analysis of Cations (Basic Radicals), **3.** Qualitative Organic Analysis

CHEMISTRY | PRACTICAL

Engineering Practical Chemistry
(AS PER AICTE MODEL CURRICULUM 2018)

Bindu Mangla, Rajni Sachdeva, Beena Sethi



ISBN: 9789-38834-2018
180 pg. | 2018 | PB | Rs. 295

ABOUT THE BOOK

This book is instituted for engineering students as per latest model curriculum recommended by AICTE. The spirit of model curriculum is well perceived in this title and even presaged the requirements of the students, customizing the content to emergent demand, in wake of AICTE scheme. This practical book tries to close the deficit as far as University lab manuals exist. The coverage is comprehensive and even advanced practical topics have been included. The work has all important momentum as it goes from topic to topic, effortlessly and the descriptions are detailed and focused.

ABOUT THE AUTHORS

Dr Bindu Mangla is working as Assistant Professor in the Department of Chemistry at YMCA university of Science and Technology, Faridabad. She is M.Sc, MTech, PhD in Chemistry and qualified NET as well as GATE in her subject. She is having experience of more than14 years in teaching at the undergraduate and postgraduate level. She has a number of research papers of repute to her credit and presented several at various International and National conferences.

Ms. Rajni Sachdeva is working as Assistant Professor in Chemistry at B. S. Anangpuria Educational Institutes, Faridabad. She is M.Sc and MPhil in Chemistry. She is also NET and STET qualified. Ms. Rajni Sachdeva has got 17 years of experience of teaching the college students at the undergraduate level. She has presented numerous research papers at various National as well as International conferences. Her areas of interest are Inorganic Chemistry and experimental research.

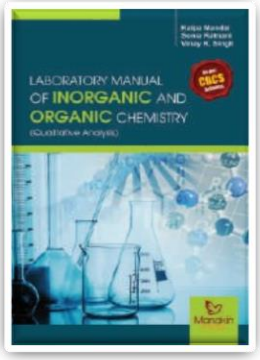
Dr. Beena Sethi is working as Associate professor in the Department of Chemistry at K L Mehta Dayanand College for Women, Faridabad, India. Dr Sethi is MSc, PhD in Chemistry from University of Rajasthan. She has published and presented numerous research papers at national as well as international platform. She has successfully completed few research projects, funded by UGC, India.

CHEMISTRY | PRACTICAL

Laboratory Manual of Inorganic & Organic Chemistry:
(Qualitative Analysis)

Kalpa Mandal | Sonia Ratnani | Vinay K. Singh

As Per CBCS for B.Sc. Hons. & Prog.



ISBN: 9789-38622-1681
196 pg. | 2018 | PB | Rs. 495

ABOUT THE BOOK

Chemistry being an experimental science is incomplete without laboratory experiments. Qualitative chemical analysis deals with identification of substances or sample under examination. Methods of analysis are basically classified into two categories: Qualitative Inorganic Analysis and Qualitative Organic Analysis. Such analysis, which is based on observations, is fast, easy and economical. This manual deals with the qualitative analysis of inorganic mixtures and analysis of an organic compound. The book caters to the needs of undergraduate science students enrolled in B.Sc Programme (Physical Sciences/Life Sciences), B.Sc Chemistry (Hons.), B.Sc Biochemistry, B.Sc Industrial chemistry and B.Tech Students, where analysis forms a major part of their curriculum. Green methods of analysis wherever applicable have been incorporated.

ABOUT THE AUTHORS

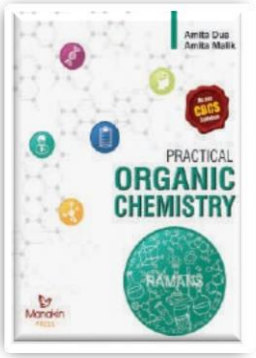
Kalpa Mandal did her Ph.D in chemistry from Jai Narayan Vyas University, Jodhpur. She is presently working as an Assistant professor in department of chemistry, Dyal Singh college, University of Delhi. She has taught for almost a decade in Maharani Sudarshan college, Bikaner, Rajasthan. She has published research papers in various national and international journals. She has also guided undergraduate students in two innovation projects funded by University of Delhi.

Sonial Ratnani did her Ph.D in chemistry from University of Delhi. Presently she is working as an assistant professor in department of chemistry, Ramjas College, University of Delhi. She has teaching experience of almost 14 years. She has various research papers published in national and international journals, as well as books, which adds to her credit. Her interest in research has contributed to two innovation projects funded by University of Delhi. patents and research publications. She has worked on projects which has received both national and international awards. From past many years, she is teaching Organic Chemistry and Green Chemistry to the undergraduates. Her knowledge and experience have been put together in writing the book.

CONTENTS

1. Qualitative Inorganic Analysis, **2**. Analysis of Cations (Basic Radicals), **3**. Qualitative Organic Analysis, Index

CHEMISTRY | PRACTICAL



ISBN: 9789-38437-0428
264 pg. **|** 2017 **|** PB **|** Rs. 695

Practical Organic Chemistry

As Per CBCS for B.Sc. Hons. & Prog.

Amita Dua | Amita Malik

ABOUT THE BOOK

The book has been written to provide assistance to the undergraduate students of various Universities. The Organic Practicals have been written taking care of the green route to synthesis in organic chemistry and minimum use of chemicals. The book covers synthesis of organic derivatives of compounds with different functional groups. Methodology have been given in detail for carrying out systematic functional group analysis and estimation of functional group analysis. The book covers basic principles of crystallisation, application and importance of melting/boiling point determination in detail. Chromatographic separation by different chromatographic techniques involving paper, thin layer and column are described. Isolation of active components from different sources and identification of organic compounds by IR and NMR techniques have been covered.

The book is very comprehensive covering all aspects from calculations for preparation of reagents to observations and writing of results. "Practicals made easy" is the slogan of the book. Efforts have been put in to simplify each step to help in solving difficulties generally faced during experimentation. This would thus provide in depth understanding to the students with the habit of scientific reasoning.

ABOUT THE AUTHORS

Dr. Amita Dua is a post graduate and doctorate from Department of Chemistry, University of Delhi. She is a faculty member of the Department of Chemistry at Dyal Singh College, University of Delhi. She has teaching experience of more than a decade. Her papers have received space in various reputed national and international journals. She had specialisation in the area of Physical Chemistry. Her lengthy experience and knowledge is reflected in her book on Quantum Chemistry and Practical Chemistry for undergraduates which has received much applaud. She has real understanding of the needs of the students and has tried to bring it out in her books.

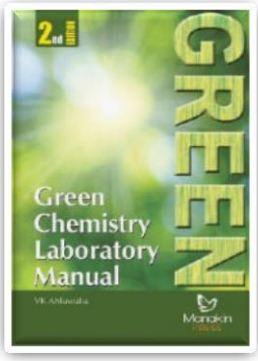
Dr. Amita Malik has done her post graduation from Indian Institute of Technology, Delhi and Ph.D from University of Delhi. She has a research experience of more than twenty years at Shriram Institute for Industrial Research and at present teaching at the Department of Chemistry, Dyal Singh College, University of Delhi. She has many patents and research publications. She has worked on projects which has received both national and international awards. From past many years, she is teaching Organic Chemistry and Green Chemistry to the undergraduates. Her knowledge and experience have been put together in writing the book.

CONTENTS

1. Purification of Organic Compounds by Crystallisation, **2.** Experimental Method to Determine Melting Point, **3.** Experimental Method to Determine Boiling Point, **4.** Chromatography, **5.** Functional Group Analysis of Organic Compounds, **6.** Oxidation, **7.** Reduction, **8.** Hydrolysis, **9.** Addition, **10.** Halogenation, **11.** Nitration, **12.** Acylation, **13.** Amides and Anilides, **14.** Diazotisation and Coupling, **15.** Extraction, **16.** Name Reactions, **17.** Methylation, **18.** Methylation, **19.** Organic Estimations, **20.** Avogadro's Number, **21.** Infrared Spectroscopy, **22.** Problems Based on IR, *Annexure*

Chemistry | Green Chemistry | Environmental Science

CHEMISTRY | PRACTICAL



ISBN: 9789-38622-1001
172 pg. **|** 2017 **|** HB **|** Rs. 695

Green Chemistry Laboratory Manual (2nd Edition)

VK Ahluwalia

ABOUT THE BOOK

It is extremely important that chemistry students need to be introduced to green chemistry so that they can understand the positive impact it can have on human health and the environment. With this idea in mind, the book entitled 'Green Chemistry Laboratory Manual' has been compiled. This manual will be of immense use to all chemistry students, researchers & academicians at all levels. It gives a brief introduction to green chemistry explaining why green chemistry is necessary.

As per suggestions of a number of teachers, about 20 new green preparations have been added. A new section on organic synthesis by grinding of the reagents has been incorporated. Some miscellaneous organic synthesis like cyclohexyl acetate, tetrabutylammonium chromate, trans-1,2 cyclohexane diol, cis-2-cyclopentone-1, 4-diol have been added. The last synthesis, viz, cis-2-cyclopentene-1, 4-diol has been carried out using singlet oxygen.

Salient features

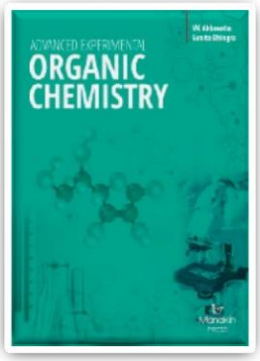
- The twelve principles of green chemistry have been discussed in brief. The planning of green synthesis has been incorporated and typical green preparations given. These include atom economical reactions, reactions in water, supercritical carbondioxide, ionic liquids, polyethylene glycol, solid state, photoinduced organic synthesis, enzymatic trans-formations, use of microwave irradiation and sonication in organic synthesis, and organic synthesis by grinding of the reagents.
- The use of renuable starting materials has also been discussed

CONTENTS

1. Introduction, 2. Why Green Chemistry is Necessary, 3. Understanding the Twelve Principles of Green Chemistry, 4. Generalisation of the Twelve Principles of Green Chemistry, 5. Planning aGreen Synthesis, 6.Green Preparations, Index

CHEMISTRY |PRACTICAL

Advanced Experimental Organic Chemistry



V.K. Ahluwalia | Sunita Dhingra

ABOUT THE BOOK

The book entitled "Advanced Experimental Organic Chemistry" has been written for under-and post- graduate students keeping in mind the curriculum of chemistry laboratory in all the universities. We have made an effort to present this book in a simple way and hope this will find a place in all the laboratories, libraries and in the book shelf of academicians and students.

The book which in itself is more of a lab manual has a multi-scale approach & delves on all key topics of the subject like qualitative organic analysis, spectroscopic identification of organic compounds, preparation of organic compounds, isolation of some natural compounds, quantitative estimations and chromatography techniques used for purification, separation of organic compounds. Inclusion of some procedures like spot tests for detection of extra elements and functional groups, a few procedures for microwave assisted reactions, use of carbon dioxide for isolation of some compounds etc. and a comprehensive list of questions at the end of each chapter are additional features of the book.

ISBN: 9788-19295-9894
566 pg. | 2017 | HB | Rs. 1595

ABOUT THE AUTHORS

V.K. Ahluwalia worked as Professor of Chemistry, Delhi University for more than three decades and taught Graduate, Postgraduate and M.Phil students. He has guided about 70 students for M.Phil/Ph.D. degrees and has independently published upwards of 250 research papers in National and International Journals. He is regarded as a leading subject expert in chemistry and allied subjects.

He has also worked as a Post-Doctoral Fellow between 1960-1962 and worked with renowned global names such as Prof. Harold Shechter at the Department of Chemistry, Ohio State University, USA and Professor Herbert C. Brown, Nobel Laureate at the Department of Chemistry, Purdue University, USA as a Visiting Professor. He has also been a Visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research, University of Delhi, Delhi. He has authored a number of books on Reaction Mechanism, Green Chemistry, Environmental Chemistry and Organic Synthesis. His book on Green Chemistry: Environmentally Benign Reactions is winner of 2009 Choice Award for an Outstanding Academic Title.

Sunita Dhingra worked as Associate Professor of Chemistry, Miranda House, University of Delhi and has taught for more than four decades. Presently, she is associated with promotion of Green Chemistry at Miranda House, University of Delhi.

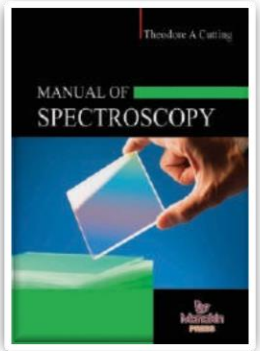
CONTENTS

Safe Practices in the Laboratory, **1.** Qualitative Organic Analysis, **2.** Spectroscopy, **3.** Preparation of Organic Compounds, **4.** Isolation of Natural Products, **5.** Estimations, **6.** Chromatography, **7.** Tables of Organic Compounds and their Derivatives, *Index*

CHEMISTRY | PRACTICAL

CLASSIC TEXT

Manual of Spectroscopy



Theodore A Cutting

ABOUT THE BOOK

Too many chemists, mineral collectors, prospectors, and even assayers struggle with tedious chemical and uncertain flame and blowpipe tests when a spectroscope would give far more prompt results. With electricity universally available, and with present day instruments and parts so low in cost, spectroscopic equipment should be in every school and laboratory.

This book has been written to assist those who wish to analyze ores, minerals, alloys, and inorganic chemicals, or wish to teach others to do so. In the qualitative analysis of such materials, there is no instrument so rapid and accurate as the spectroscope, although the analyst must remain within its limits of operation. This is also true of the quantitative analysis of these materials. Although speed comes only after some experience, one may very soon acquire the necessary technique for accurate determinations. The author has attempted to point out some of the short cuts to quick spectroscopic success. Direct methods of burning samples are shown; the key lines of each element have been selected, and a new chart-table has been prepared which shows both the spacing of spectral lines and their wavelengths. An increasing number of schools and universities have courses in spectroscopy, and many industrial plants use spectrographic equipment to speed up the solution of their special problems of analysis.

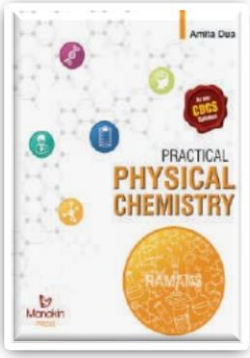
ISBN: 9789-38437-0046
182 pg. | 2016 | HB | Rs. 695

The bulk and cost of spectroscopes tend to increase in geometric ratio with efficiency, and thus the price of a commercially built high-dispersion instrument is usually beyond the reach of the individual analyst. The parts necessary to make a powerful instrument are few and the essential construction is very simple. The writer believes that instructions for making effective instruments at costs so low as to be within the reach of all, will be appreciated. One section of the book has, therefore, been devoted to such instructions. Largely from his own experience, but also from the literature (see bibliography) a considerable amount of material has been arranged in what is hoped will be helpful form.

CONTENTS

1. History and Theory of Spectroscopy, **2.** Light Sources, **3.** Spectroscopes, **4.** Spectroscopic Analysis, **5.** The Spectroscope in Mineralogy, **6.** Characteristic Lines of the Elements, **7.** Wave-Length Table-Chart, *Index*

CHEMISTRY | PRACTICALcal



ISBN: 9789-38437-0671
392 pg. | 2017 | PB | Rs. 695

Practical Physical Chemistry

As Per CBCS for B.Sc. Hons. & Prog.

Amita Dua

ABOUT THE BOOK

The book has been written to provide assistance to the undergraduate students of various Universities. This book deals with the basic properties of liquids like viscosity and surface tension in a manner to make it easily understandable along with the application of these. Studies on kinetics with emphasis on first order and second order kinetics has been covered explicitly. Thermochemistry is an important area which has been covered giving experimental details and their calculations. These include heat capacity, heat of neutralisation, heat of ionisation, heat of solution , heat of hydration to mention a few. The theory of the experiment has been explained to provide detailed understanding of the subject. Experiments dealing with adsorption properties, colloids and molar mass measurement have described in detail. Another area which has been covered are experiments related to phase rule, nernst distribution law, critical solution temperature and determination of transition temperature. Various techniques which are in use include the application of conductivity meter, potentiometer, pH meter, colorimeter, polarimeter and refractometer. Description of techniques and the instrumental details and steps involved in their use have been well covered under physical chemistry.

The book is very comprehensive covering all aspects from calculations for preparation of reagents to observations and writing of results. "Practicals made easy" is the slogan of the book. Efforts have been put in to simplify each step to help in solving difficulties generally faced during experimentation. This would thus provide in depth understanding to the students with the habit of scientific reasoning.

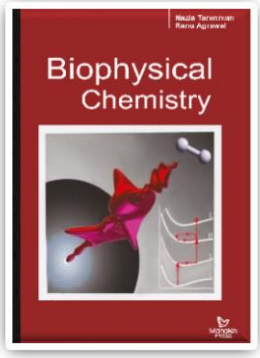
ABOUT THE AUTHOR

Dr. Amita Dua is a post graduate and doctorate from Department of Chemistry, University of Delhi. She is a faculty member of the Department of Chemistry at Dyal Singh College, University of Delhi. She has teaching experience of more than a decade. Her papers have received space in various reputed national and international journals. She had specialisation in the area of Physical Chemistry. Her lengthy experience and knowledge is reflected in her book on Quantum Chemistry and Practical Chemistry for undergraduates which has received much applaud. She has real understanding of the needs of the students and has tried to bring it out in her books.

CONTENTS

1. Surface Tension Measurement, **2.** Viscosity Measurements, **3.** Thermochemistry, **4.** Ph Metry, **5.** Chemical Kinetics, **6.** Conductometry, **7.** Potentiometry, **8.** Critical Solution Temperature (CST) and Mutual Solubility Temperature (MST), **9.** Phase Rule, **10.** Nernst Distribution Law and Distribution Constant, **11.** Molar Mass, **12.** Transport Number/ Transference Number, **13.** Adsorption, **14.** Colloids, **15.** Transition Temperature, **16.** Polarimetry, **17.** Refractometry, **18.** X-ray Diffraction

CHEMISTRY | Biophysical Chemistry



ISBN: 9789-38929-6655
235 pg. | 2022 | PB | Rs. 895

Biophysical Chemistry

Dr. Nazia Tarannum and Dr. Ranu Agarwal

ABOUT THE BOOK

The objective of this book is to provide detailed information to the principles of biophysical chemistry that gives the reads an insight into its concepts. The book delivers the fundamental principles of biochemistry and chemistry both. This book introduces about biopolymers and various types of biopolymer interactions and forces involved in biological systems. This book explains bioenergetics, free energy and binding energy concept used in formation of various biomolecular bonds and thermodynamic processes of living cells. The various biological phenomenon have been expressed from the view of a physicist. Various analytical techniques which are used in biological sciences, such as spectroscopy, X-ray spectroscopy, Electrophoresis, Chromatography, Optical Rotatary Dispersion, Circular Dichroism etc. have been discussed. The chapters provide a detailed and thorough overview of the topic and features problems and excersises throughout. At the end of each chapter a relative sum up of chapter is discussed. The comprehensive approach of the book will be suitable for students of B.Sc., M.Sc., M.Phil, Ph.D and also for preparing various competitive examination of equivalent standard. The book shall be used in coursework of general chemistry, biochemistry and polymer chemistry. This book contains information obtained from authentic and highly regarded sources.

CONTENTS

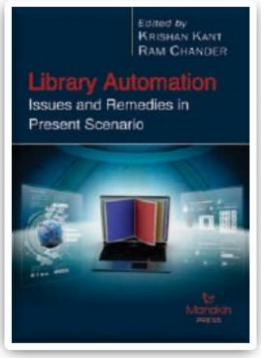
1. Biological Cell and Its Constituents, **2.** Bioenergetics, **3.** Statistical Mechanics in Biopolymers, **4.** Biopolymer Interactions, **5.** Thermodynamics of Biopolymer Solutions, **6.** Cell Membrane and Transport of Ions, **7.** Biopolymer and Its Molecular Weight, **8.** Diffraction Methods

LIBRARY & INFORMATION SCIENCE

Library Automation

Issues and Remedies in Present Scenario

Ed. by: Krishan Kant | Ram Chander



ISBN: 9789-38437-0343
344 pg. | 2016 | HB | Rs. 1295

ABOUT THE BOOK

The Beginning of the 21st Century has been called Information Age because of the explosion of information output and information sources. It has become increasingly clear that students cannot learn everything they need to know in their field of study in a few years during stay in the college. To meet the needs of student, we must provide them some latest technology and this can be automated system in the library. The human element is a very important aspect in implementing the automated system in the library. The library and its staff are the focal point and play a very important role in the process of library automation. During the automation process, it is crucial for the library to assure a coordinating role to be aware what is going on globally at all times competence, staff awareness & participation are crucial for the success of the new system or services. Beside this, it is also equally necessary that the library staff should computer literate and professionally experienced, involvement of staff that will be affected at all levels in the new system / service is a pre-requisite for the successful implementation of the automation process. Recognizing this need Aggarwal College Ballbgarh is organizing a two day national conference on library automation. The conference has been designed so as to introduce the participants to the rapidly changing requirement of manpower expertise in two day's scenario especially in the area of information / document management. The conference will also familiarize the participants with the process in the library automation.

ABOUT THE EDITORS

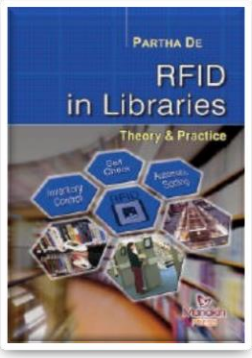
Dr. Krishan Kant is a Principal of a Post Graduate College in Ballabgarh, Distt. Faridabad, State Haryana in India. He is having more than twenty five years of experience in teaching and administration. He has lot many publications to his credit in journals of international and national repute with high impact factor and he is on the panel of various journals as Patron, editor, reviewer. He is recipient of several prestigious awards and recognitions and member of various professional organizations/bodies. He has been to abroad several times for delivering invited talks and chairing various technical sessions. He is the President of Nuclear Track society of India, BARC, Mumbai. He is Science Graduate from M.D. University Rohtak, Post Graduate in Physics from Kurukshetra University Kurukshetra and M. Phil. from the same University. Dr. Kant was awarded Ph. D. degree in Physics titled, "Health Effects of Low Level Exposure to Ionizing Radiation" in 2001 from Dr. B.R.A. University Agra (U.P.) India.

Dr. Ram Chander (born, 1972) did his integrated diploma in Computer Application, M.A. Public Administration, M. Lib. & Information Science from Kurukshetra University, Kurukshetra and Completed Ph.D. in Library & Inf. science under a well known scholar of National fame and the author of several books. Presently, he is working as a Librarian and Head Dept. of Library and Inf. Science, Aggarwal College Ballabgarh, Faridabad (Haryana) He is supervising many students of M. Lib. Sc., M.Phil. and Ph.D. of various Universities in India. He is Managing Editor, International Journal of Library & Information Management (ISSN: 0975-878X) and International Journal of Professional Development (ISSN: 2277-517X). He is actively engaged in academic work.

CONTENTS

1. Next Generation Retrieval: Semantic Web and Ontologies, **2.** Libraries of the Future: Cloud Computing to Fog Computing, **3.** Perception of Semantic Web Technologies in Libraries, **4.** Rage Against Machines in the Digital Environment: Attitudes of Librarians Towards Technology, **5.** Implement of Benchmarking: Essential for University Libraries, **6.** The Concept of Plagiarism and Anti-Plagiarism Software, **7.** Plagiarism: Causes, Effects and Prevention, **8.** Plagiarism and Researchers: A Survey of PhD Students, **9.** Radical Switch in the Role of Librarians in the Digital Footprint: A Changed Panorma, **10.** Library and Information Services Through Intranet in Present Scenario, **11.** Comparative Features of Integrated Library Management Software Systems: A Study, **12.** Library Automation Features and Implementation: An Overview, **13.** Digital Libraries: A Comprehensive Study, **14.** Digital Library Services and Communities in Academic Libraries, **15.** Library Automation: Issues and Challenges, **16.** Libraries in the Digital Age, **17.** Library Automation: An Overview, **18.** Promotion of Digital Information in Public Libraries in India, **19.** The Role of Digital Library in Present Scenario, **20.** Skills for the LIS Professionals in ICT Environment, **21.** Application of Information and Communication Technology in Academic Library: An Overview, **22.** ICT an Essential Tool for Library Automation, **23.** Importance and Usage of Internet for Library and Information Professionals, **24.** Management of Library in New Digital Environment, **25.** Need and Importance of Internet in Resource Sharing, **26.** Use of Mobile Technology as a New Emerging Phase in Automated Academic Libraries: An Overview, **27.** RFID: A Case Study, **28.** Use of RFID Technology in Libraries, its Components and Benefits, **29**. Library Consortia in India: A Greater Access to the Library Resources, **30.** Cloud Computing: Distributed Internet Computing for it, **31.** Library Consortia in Modern Era: An Overview, **32.** Library Consortium in the Current Era of Communication, **33.** Library Consortium in India: An Overview, **34.** The Concept of E-Consotium: In Indian Perspective, **35.** Effective Use of E-Resources by the Students and Faculty Members: A Study of Jesus and Mary College Library, University of Delhi, **36.** Remote Access of Electronic Resources for Library Capacity Building: An Experience of National Law University Delhi, **37.** Open Educational Resources: An Overview, 38. Use of E-Resources by the Faculty Members of the YMCA University of Science & Technology, **39.** Introduction to Library Automation: Issues and Challenges, **40.** E-Resources: As Revolutionize Instrument in Present Scenario, **41**. Use of E-Resources and Services in Jawharlal Nehru Library, Kurukshetra University, **42.** Cloud Computing: A Perspective Study and its use in Educational Institution, **43.** Cloud Computing and Libraries, **44.** Study on Cloud-Based Mass Data Storage of Libraries, **45.** Free and Open Source Software, **46.** Zotero: A Reference Management Software, **47.** Changing Role of Librarians in Digital Library Era and Need of Professional Skills, Efficiency and Competency, **48.** Collection Development of Academic Libraries in ICT Based Environment: Issues and Challenges, **49.** Copyright Infringement in India, **50.** The Changing Shape of Collection in Libraries in Electronic Age, **51**. Models of Information Seeking Behaviour, **52.** Evaluation of Information Literacy Program in College Libraries of Uttar Pradesh: A Study, **53.** Transmuting Libraries in Electronic Environment, **54.** Role of Library Personnel in New Digital Environment, **55.** Total Quality Management in College Libraries: A Lis Perspective Approach, **56.** Role of Total Quality Management in Academic Library, **57.** A Perspective and Advantages of Open-Sources, **58.** Role of Social Networking in Digital Era: An Overview **59.** Necessity of Multilingual Supportive Functional Model to Effective Online Information Seeking for Academicians, **60.** Security and Privacy Challenges in Cloud Computing, **61.** Role of Information Technology in Libraries, **62**. Challenges and Issues: Migration to Open Source Software, **63.** Marketing Strategies for Virtual Resources in Electronic Commerce, **64.** Role of Library Professionals in Today's Globalized Era, **65**. Internationalization and Curriculum Development Programmes of Library and Information Science Education

LIBRARY & INFORMATION SCIENCE



ISBN: 9788-19295-9818
232 pg. | 2015 | HB | Rs. 2495

RFID in Libraries

Theory & Practice

Partha De

OVERVIEW

An in-depth primer to implementation of RFID technology in existing library systems, Radio Frequency Identification Technology in Libraries has the potential to single handedly modernise the state of national library information systems. Drawn from the lifelong experiences of a national expert on library information operations, this book is the one-stop guide to RFID technology for library stakeholders to benefit from.

ABOUT THE BOOK

Most medium to large scaled libraries across the globe have already incorporated the Radio Frequency Identification (RFID) technology and increased their respective efficiencies by a solid margin. Moreover, a large percentage of significant libraries that do not already boast of RFID technology are in the process of implementing it.

This is because RFID technology has developed leaps and bounds in the last decade. While it has multiple applications in numerous fields, it is most significant in how internal operations of libraries and knowledge repositories around the world function.

The incorporation of RFID technology into existing library information systems in the country can provide a super-charged impetus to their efficiency levels. Implementation of RFID technology can manifest in multidirectional cost savings and improved performance levels. Benefits and elements that the RFID technology can add to existing library operations include.

- A Smoother Access Control System,
- Better Stack Management & Book Identification Systems,
- A Reliable Inventory Control System
- Independent Check-Out /Check-In Systems,
- Fool proof Anti-Theft Control System,
- Improved Inventory Management and Transfer Systems

In addition to financial savings, incorporation of RFID technology also promotes reduced dependence on the human element in administration. This eliminates human errors and directly improves the quality of services being offered to the end user.

Despite the practical viability of RFID technology and adoption by libraries in developed nations, it's yet to be adopted by libraries located in developing nations. The reason for this divide between libraries of developed and developing nations is lack of awareness and knowhow pertaining to RFID technology.

This book is designed to remedy that problem and encourage the adoption of RFID technology by the libraries of developing nations. Application of Radio Frequency Identification Technology in Libraries will educate librarians and knowledge custodians all over the country about various RFID components, ranging from the most basic elements to the more elaborate concepts.

With this book, the reader will learn about multiple elements pertinent to the RFID technology such as different types of RFID systems, their components, their installation costs, their installation procedure, their proper use, their maintenance, their maintenance costs, and future upgrades. More importantly, the book provides an immaculate roadmap for the implementation of the RFID technology in a practical and financially feasible manner.

ABOUT THE AUTHOR

Dr Partha De is the Head of the Central Library of Indian School of Mines, Dhanbad, India, since July, 2002. He obtained his PhD degree in Library and Information Science from Dr. B.R. Ambedkar University (formerly Agra University), Agra, and Associateship in Information Science (AIS) from NISCAIR, New Delhi (erstwhile Indian National Scientific Documentation Centre). He has a number of formal qualifications ranging from certificate, diploma, bachelors, and master's degree in Library and Information Science.

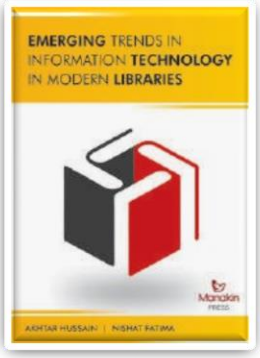
Dr De has also had stints with private organisations including the TATA Group where he served as the Chief Librarian of TATA Chemicals Limited, Babrala (UP), India. He served as an external expert of the "Geetanjali-Net" (Campus-wide Fibre-Optic Network) project of VisvaBharti University, Shantiniketan. A number of research papers published in reputed journals and presented at different National and International conferences can also be attributed to Dr De.

CONTENTS

1. Radio Frequency Identification (RFID), **2**. Role of RFID in Libraries, **3**. Key Components of RFID, **4**. Interoperability and RFID Standards, **5**. Impact of RFID: Privacy, Health and Safety Issues, **6**. RFID and Library Security, **7**. Procuring RFID in Libraries, **8**. Investment and Return on RFID in Libraries, **9**. Future of RFID in Libraries, *Conclusion, References, Index*

LIBRARY & INFORMATION SCIENCE

Emerging Trends in Information Technology in Modern Libraries



Akhtar Hussain | Nishat Fatima

ISBN: 9789-38622-1292
348 pg. | 2017 | HB | Rs. 1595

ABOUT THE BOOK

Computing Power, ubiquity and connectivity are the buzz words of the 21st Century creating new ways to facilitate learning. This book sheds light on developing information technology trends in modern libraries. Evolving emerging technology trends applicable to library information resources, services and teaching programmes are the key emphasis & subjects of this book. The work is intended to draw a clear roadmap for all those professionals who have a strong interest in emerging technologies and their impact on library information technology infrastructure and related applications, programs and services.

This book also focuses on how the evolving emerging technologies could impact the ways of designing, developing, integrating and enhancing high-quality, seamless, dynamic, mobile and interactive library information resources and services in the digital age.

Moreover, this book serves as a guide for all those interested in learning about, and implementing, the available technologies that enhance library services, and also list and discuss the types of emerging technologies that are available for a specific area of work.

ABOUT THE AUTHORS

Dr. Akhtar Hussain is a Librarian, King Saud University, Riyadh, Saudi Arabia. He received his Doctoral Degree of Library and Information Science in 2011 from the Department of Library & Information Science, Aligarh Muslim University, Aligarh, India, under the supervision of Dr. Nishat Fatima, Associate Professor at the same department. His previous works focus on Online Public Access Catalogues (OPACs): an annotated bibliography. Dr. Hussain's works have been published in peer reviewed journals at national and international level.

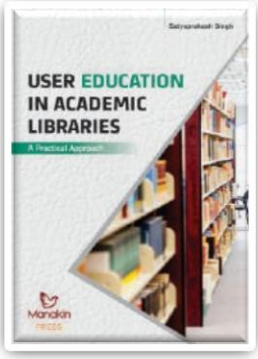
Dr. Nishat Fatima is an Associate Professor at the Department of Library & Information Science, Aligarh Muslim University, India. She is very keenly imparting teaching and is also actively engaged in research supervision, because of her intellectual and valuable guidance many scholars have been awarded Ph.D. degrees. Her papers have been published in peer reviewed journals at national and international level.

CONTENTS

1. Multimedia Systems in Libraries and their Applications, **2**. Digital Reference Service in Libraries, **3**. Remote Access Technologies for Library Users, **4**. Barcode Technology and Its Use and Applications in Libraries, **5**. QR Codes in Libraries, **6**. Emerging Mobile Technologies in Libraries, **7**. Internet of Things and Libraries, **8**. WebOPACs for Library Users, **9**. Web 3.0 Tools - Applications and Impact on Library Services, **10**. Library Access with LibX and Zotero - Two Open Source Firefox Extensions, **11**. Google Scholars: A Tool to Hunt Scholarly Information, **12**. MOOCs: A Massive Opportunity for Libraries, **13**. Plagiarism Software's in Scholarly Works

LIBRARY & INFORMATION SCIENCE

User Education in Academic Libraries: A Practical Approach



Satya Prakash Singh

ISBN: 9789-38437-0862
116 pg. | 2018 | HB | Rs. 795

ABOUT THE BOOK

A college library is a further stepping stone after a school library which plays a key role in shaping the destiny of a nation. It also is a mirror that shows in it the present shape & scenario of level of higher education ours being a developing country the college libraries are mostly deprived of resources & infrastructure & to meet these short coming they have to rely heavily on user education initiatives so as to enable users to make utmost usage of all available resources.

Present book "User Education In Academic Libraries" strives to delve into tits & bits of running a college library with user satisfaction as key deriving force.

ABOUT THE AUTHOR

Dr. Satyaprakash Singh is working as Librarian in Maharaja Agrasen College, University of Delhi. He did his B.Lib.Sc. from Kurukshetra University, M.A. in Economics from CCS University, Meerut and M.Lib.Sc. from Sagar University (M.P.). He also did a Post-Graduate Diploma in Computer Applications from NIMT University, Jaipur. Later on, he completed his research and Ph.D. from Jiwaji University, Gwalior. He is guiding many aspiring candidates doing active research to obtain Ph.D. through his association with many state and private Universities.

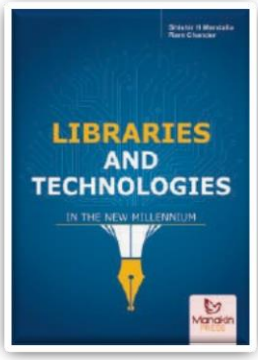
With many research papers and published titles, he has been trying his level best to contribute more and more toward furthering the interests and scope of library and information sciencefield.

During the course of his career has been associated with many leading institutional libraries of repute. He has also presented more than 40 papers in several national and international CONFERENCES. It is hoped that the present book will act as a bible for librarians who are entering the field and setting up or managing a college or academic library.

CONTENTS

1. Intoduction, **2**. User Education, **3**. User Education Programme in Higher Education, **4**. Teaching Aids for User Education, **5**. User Education in Information Age, **6**. Effective Models and Their Evaluation with Special Reference to Colleges of Western U.P., Bibliography

LIBRARY & INFORMATION SCIENCE



ISBN: 9789-38622-1834
180 pg. | 2018 | HB | Rs. 795

Libraries & Technologies

In The New Millennium

Shishir H. Mandalia | Ram Chander

ABOUT THE BOOK

The Beginning of the 21st Century has been called Information Age because of the explosion of information output and information sources. It has become increasingly clear that students cannot learn everything they need to know in their field of study in a few years during stay in the college. To meet the needs of student, we must provide them some latest technology and this can be automated system in the library. The human element is a very important aspect in implementing the automated system in the library. The library and its staff are the focal point and play a very important role in the process of library automation.

During the automation process, it is crucial for the library to assure a coordinating role to be aware what is going on globally at all times competence, staff awareness and participation are crucial for the success of the new system or services. Beside this, it is also equally necessary that the library staff should computer literate and professionally experienced, involvement of staff that will be affected at all levels in the new system/service is a prerequisite for the successful implementation of the automation process.

This book will also provide a prospect to make out the strengths and weakness of library automation system and to suggest new open source software management tool in electronic environment, programs for redesigning libraries into next generation libraries for development of education system. The theme has been further divided into three sub themes, to enable the professionals to present their ideas, experiences. The Library professionals have also made fresh research studies in this and related areas. This volume consists of paper written by the professionals, and discussion on these papers written by the professionals, and the various discussions on different issues are likely to provide an opportunity and platform for sharing their experience and ideas.

ABOUT THE AUTHORS

Dr. Ram Chander (born, 1972) did his integrated diploma in Computer Application, M.A. Public Administration, M. Lib. & Information Science from Kurukshetra University, Kurukshetra and Completed Ph.D. in Library & Inf. science under a well known scholar of National fame and the author of several books. Presently, he is working as a Librarian and Head Dept. of Library and Inf. Science, Aggarwal College Ballabgarh, Faridabad (Haryana). He is author/ editor of several books titled: Library Modern Society, Fundamental of Library Science, Library Administration, Study of open Resources in Digital Library Software and Problems of College Libraries in Digital Era etc. He is life member of many professional bodies like: ILA, HLA and IASLIC. He is organized a number of National and Regional Seminar, Conferences and Workshop and Presented papers. He is supervising many students of M. Lib. Sc., M.Phil. and Ph.D. of various Universities in India. He is Managing Editor, International Journal of Library & Information Management (ISSN: 0975-878X) and International Journal of Professional Development (ISSN: 2277-517X). He is actively engaged in academic work.

Dr. Shishir H. Mandalia is a Senior library professional. He completed his M.Sc. (Organic Chemistry) with 1st class in 1998. M.L.I.Sc with Gold medal in 2002 and completed his Ph.D. in Library and Information science in 2010 from Bhavnagar University, Bhavnagar. He cleared SLET exam in Library and Information Science subject in 2003 from MSU/UGC. He served as a lecturer at Bhavnagar University, Bhavnagar and Hemchandracharya North Gujarat University, Patan. He delivered as a subject expert in Refresher and Orientation Course at various academic staff colleges. He organized numbers of Seminar and Workshops. He is an author of three books and about thirteen research papers. He attended more than ten National/International Seminar and Workshop. Students are pursuing their doctoral reading under his supervision and guidance. Presently, he is working as a University Librarian (I/c.) and Publication Officer (I/c.) at Sardar Patel University, Vallabh Vidyanagar-388 120, Anand, Gujarat, since 2010.

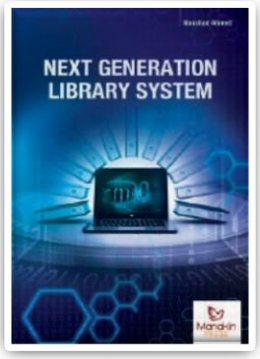
CONTENTS

Preface, Libraries and Technologies, Role of Library Personnel in New Digital Environment, Total Quality Management in College Libraries: A LIS Perspective Approach, Role of Total Quality Management in Academic Library, A Perspective and Advantages of Open-Sources, Role of Social Networking in Digital Era: An Overview, Necessity of Multilingual Supportive Functional Model to Effective Online Information Seeking for Academicians, Security and Privacy Challenges in Cloud Computing, Role of Information Technology in Libraries, Challenges and Issues: Migration to Open Source Software, Marketing Strategies for Virtual Resources in Electronic Commerce, Role of Library Professionals in Today's Globalized Era, Internationalization and Curriculum Development Programmes of Library and Information Science Education

LIBRARY & INFORMATION SCIENCE

Next Generation Library System

Noushad Ahmed



ISBN: 9789-38667-7570
188 pg. | 2018 | PB | Rs. 695

ABOUT THE BOOK

The implementation of Integrated Library Systems (ILS) became widespread in the 1980s and 1990s as libraries started or continued to automate their procedures. These systems enabled library staff to work and in many cases, more professionally than they had in the past. However, these systems were also limiting—especially as the nature of the work began to change—largely in response to the progression of electronic and digital resources that they were not designed to manage. New library systems is the second (or next) generation system are needed to efficiently accomplish the methods of acquiring, describing, and making available all library resources. This book deliberates the state of library systems today and defines the arrangements needed in a next-generation library system. The authors also examine some of the next-generation library systems currently in development that purport to fill the varying needs of libraries.

After many years of changes in information technology, and particularly in the last decade, the library has seen itself facing remarkable changes in terms of both resources and services it provides. On the resource side, print material and physical items are no longer leading collections; electronic resources are fast outpacing physical materials to become the dominant library resources, especially in the academic and special libraries. In addition, many other digital format resources, such as digital collections, institutional repositories, and e-books have taken a very strong root. On the service front, library users habituated to instantaneous and fast searching, finding, and accessing information in the Google age and more instant and easy access to library resources and services. But the library automation system, also called the Integrated Library System (ILS), has not reformed much for the past two decades. It finds itself uneasily handling the ever-changing library environment and workflow. Library staff becomes ever more frustrated with the ILS, noting its inadequacy in dealing with their daily jobs. Library users are tangled by the many interfaces and complications of library applications and systems. It is clear that, we are at the tipping point for a very dramatic and fast change in the area of library automation systems.

The present work is a very conscious effort to map all these difficulties and changes that have come to fore with changes of times and present more logical solutions to all users under the every changing ambit of ILS or (Integrated Library Systems). Author is sure that readers both students and researchers of the subject and practising librarians will find the book easy to use tool which helps them in becoming a new age librarian.

ABOUT THE AUTHOR

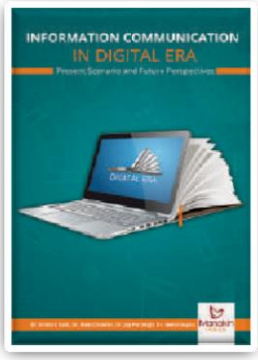
Noushad Ahmed is currently working as Librarian at Ambedkar Institute of Advanced Communication Technologies and Research, Govt. of NCT of Delhi, New Delhi. He has been associated with Tata Consultancy Services, New Delhi, The Energy and Resources Institute, New Delhi and Delhi University Library System, Delhi. He obtained his M.A., M.L.I.Sc and M.Phil (Library Science) degrees from Delhi University, India. He has also qualified UGC-NET in 2010. He has around seven years of professional and research experience.

His research papers have been published in many national and international journals and also participated and presented the papers in many seminars and conferences. His key expertise spans to most fields associated with library and information science like Website Evaluation, Social Networking Sites and Libraries, Electronic Resource, RFID Technologies in Libraries and Collection Development and Management in Media Libraries. etc.

CONTENTS

1. Perception of Semantic Web Technologies in Libraries, **2**. Rage Against Machines in the Digital Environment: Attitudes of Librarians Towards Technology, **3**. Implement of Benchmarking: Essential for University Libraries, **4**. Comparative Features of Integrated Library Management Software Systems: A Study, **5**. Library Automation Features and Implementation: An Overview, **6**. Digital Library Services and Communities in Academic Libraries, **7**. Libraries in the Digital Age, **8**. Promotion of Digital Information in Public Libraries in India, **9**. Skills for the LIS Professionals in ICT Environment, **10**. Application of Information and Communication Technology in Academic Library: An Overview, **11**. ICT an Essential Tool for Library Automation, **12**. Importance and Usage of Internet for Library and Information Professionals, **13**. Need and Importance of Internet in Resource Sharing, **14**. RFID: A Case Study, **15**. Library Consortia in India: A Greater Access to the Library Resources

LIBRARY & INFORMATION SCIENCE



ISBN: 9789-38667-7624
333 pg. | 2018 | PB | Rs. 795

Information Communication in Digital Era

Present Scenario and Future Perspectives

Dr. Krishan Kant, Dr. Ram Chander
Dr. Jay Pal Singh, Dr. Geeta Gupta

ABOUT THE BOOK

The access to digital information is an event marked by the connectivity and technology and the relation of both with the user. This factor will determine the success or failure of the information professionals. Information access and use can only flourish in a society that appreciates the need for it and where government recognizes that information is the key to national growth and prosperity. Information seekers and users may not know about the resources available. The role of libraries have not always been made clear to information seekers. The explosion of information is obviously a challenge to libraries. Recognizing its importance, information is sought in an increasing number of situations by an increasing number of people. This has increased the volume of available information. The advancement of knowledge is made possible by researchers and scholars in all fields. Coupled with this is the fusion and fragmentation of disciplines and knowledge. As these break down into smaller segments, the scholarly literature becomes more specialized. In addition, there are thousands of other information packages, e.g., journals, magazines, and newspapers, being turned out by an ever- expanding publishing industry. The electronic media also produce vast volumes of information.

ABOUT THE AUTHORS

Dr. Krishan Kant is a Principal of Aggarwal Post Graduate College (NAAC Accredited 'A' Grade with CGPA: 3.40 and CPE Status by UGC, New Delhi) situated at Ballabgarh, District Faridabad, Haryana (India). He is having more than twenty eight years of experience in teaching and administration. He has several publications to his credit in journals of International and National repute with high impact factor and he is on the panel of various journals as patron, editor and reviewer. He is recipient of several prestigious awards and member of various professional organization/bodies. He has authored and edited many books. He has travelled aboard several times for delivering invited talks and chairing various technical sessions. He has been the president of Nuclear Track Society of India, BARC, Mumbai. He is Science Graduate from M.D. University, Rohtak, Post Graduate in Physics from Kurukshetra University Kurukshetra and M.Phil. from the same University. Dr. Krishan Kant was awarded Ph. D. degree in Physics titled, "Health Effects of Low Level Exposure to Lonizing Radiation" in 2001 from Dr. B. R. A. University Agra (U.P.) India.

Dr. Ram Chander (born, 1972) did his integrated diploma in Computer Application, M.A. Public Administration, M. Lib. & Information Science from Kurukshetra University, Kurukshetra and Completed Ph.D. in Library & Inf. science under a well known scholar of National fame and the author of several books. Presently, he is working as a Librarian and Head Dept. of Library and Inf. Science, Aggarwal College Ballabgarh, Faridabad (Haryana). He is author/ editor of several books titled: Library Modern Society, Fundamental of Library Science, Library Administration, Study of open Resources in Digital Library Software and Problems of College Libraries in Digital Era etc. He is life member of many professional bodies like: ILA, HLA and IASLIC. He is organized a number of National and Regional Seminar, Conferences and Workshop and Presented papers. He is supervising many students of M. Lib. Sc., M.Phil. and Ph.D. of various Universities in India. He is Managing Editor, International Journal of Library & Information Management (ISSN: 0975-878X) and International Journal of Professional Development (ISSN: 2277-517X). He is actively engaged in academic work.

Dr. Jay Pal Singh got his M.A. degree in 1989 and M.Phil. in 1991 from Kurukshetra University Kurukshetra (Haryana). Later, he took his Ph.D. degree from Dr. B.R. Ambedkar University Agra (Uttar Pradesh). At present, he is an Associate Professor and Head, Department of History, Aggarwal College Ballabgarh, District Faridabad, Haryana. He has more than 27 years of teaching experience in the College Research Paper Contributed/Published in Seminars/Conferences and Journal/International Journals: 16, Conference and Seminars Attended / Presented paper: 09, Book Published on History of India, National Movement, Ancient, Medieval & Modern World: 09. Book are Implemented in UG Syllabus in all the Universities of Haryana.

Dr. Geeta Gupta is an Assistant Professor, Department of English, Aggarwal PG College Ballabgarh. She is having 17 years of teaching experience. She has edited two books and presented various research papers in many International and National conferences and also published research papers in different refereed journals. She is the member of the editorial board of a refereed journal 'International Journal of Professional Development.'

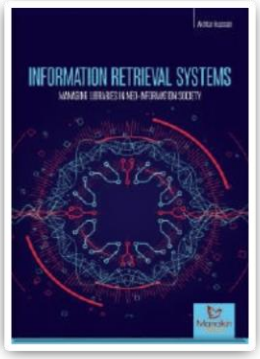
CONTENTS

1. E-Books: An Emerging Trend, **2**. Library Services and Users' Satisfaction in College Library: A Study of Govt. P.G. College, Panchkula, **3**. Collection Development Strategies and Policies in Management Institutes Library: An Overview, **4**. Citation Analysis of Ph.D. Theses of Economics Submitted in M.D.U Rohtak From 2004-2014, **5**. E-Resources: Access and Use Among Self Financing Engineering Colleges of Western UP, **6**. Modern Security System at National Medical Library (NML), **7**. Functional Relationships Analysis of Marketing in Library Resources & Services in Digital Era, **8**. Open Source Software for Modern Libraries, **9**. Modernization in the Academic Libraries, **10**. Evaluation of Users Satisfaction of College Library: A Study, **11**. Information Literacy Among Undergraduate Students of Mukandlal National College Yamuna Nagar, Haryana: India, **12**. Need of Training and Leadership in Library, **13**. Role of Libraries for Sustainable Development of Education, **14**. Data Mining an Emerging Trend in Academic Libraries: An Overview, **15**. Retrospect of User Education in Academic Libraries, **16**. Professional Competencies for Modern Library Managers: A Futuristic Approach for Development and Training of Library and Information Professionals, **17**. If Anything Beyond Web 2.0: The Implications for Librarianship, **18**. Users Perception on Use of Library Services at Mukand Lal National College, Radaur (Yamunanagar): A Case Study, **19**. Digital Humanities, Technological Revolution and The Modern Academics, **20**. Application of Cloud Computing in Libraries, **21**. Research Outputin The Field of Soil Science (2010-2014) At CCSHAU and PAU: A Citation Study, **22**. Use of Internet by Urban and Rural Students in Degree Colleges of Haryana: A Comparative Study, **23**. Digital Library: Some Issues and Challenges, **24**. A Study of The Thinking Styles of Prospective Teachers N Relation to Their Emotional Intellignce, **25**. Copyright Issues in Libraries

LIBRARY & INFORMATION SCIENCE

Information Retrieval Systems

Managing Libraries in NEO-Information Society



Akhtar Hussain

ABOUT THE BOOK

This book would be useful for students and research scholars of humanities and social science disciplines particularly BLISC, MLISC, Ph.D. scholars and information professionals who aim to have an expertise in library and information science.

This book would be highly useful to fulfil the research needs of scholars in others disciplines of social sciences as well. Furthermore, this book is tailored specifically for working librarians, future librarians and for anyone at the portals of digital enthusiasm.

ABOUT THE AUTHOR

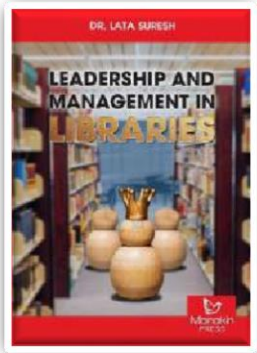
Dr. Akhtar Hussain is a Assistant Librarian, Institute for the Empowerment of Persons with Intellectual Disabilities (NIEPID), Regional Centre, Noida, U.P., India. And he received his Doctoral Degree of Library and Information Science in 2011 from the Department of Library and Information Science, Aligarh Muslim UniversiNationalty, Aligarh, India. He has also worked in various capacities in King Saud University, Riyadh, Kingdom of Saudi Arabia, Indian Business Academic, Bangalore and Ch. Charan Singh University, Meerut, India. Dr. Hussain has authored five books and his papers have been published in peer reviewed and UGC refereed journals at national and international level.

ISBN: 9789-38667-7419
482 pg. | 2018 | PB | Rs. 995

Library & Information Science

LIBRARY & INFORMATION SCIENCE

Leadership and Management in Libraries



Dr. Lata Suresh

ABOUT THE BOOK

Library administrators and managers at all levels deals with day to day challenges every day with their users as well as the staff working in the library and/ or in the other departments of the organization. To meet such challenges professionals must develop their leadership capacity. In today's digital scenario where the information is available on a click of a button, the demand of leaders in Library sector is increasing. To coordinate and to transform effective and efficient services to the clients/ users it becomes essential for the professionals to develop their managerial skills and update their knowledge in respect to today's digital world. Leadership skills are required at all levels of the profession, from the top, through to professional staff who has been called upon to lead a team or to take a supervisory role. Many organizations, as well as the library professionals, pride themselves on encouraging leadership skills in their staffs and themselves throughout their employment levels. Now the challenges for the library professional are not only we do need to recruit librarians, we need to recruit leaders to our profession as well. We need real leaders if our libraries of the future are to thrive and grow.

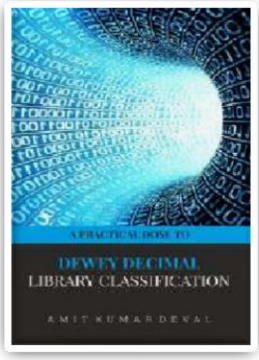
ISBN: 9789-38834-2179
254 pg. | 2020 | PB | Rs. 795

ABOUT THE EDITOR

Dr. Lata Suresh is a multidimensional person who is an author, poet, singer, Professional and a Motivational Speaker who is currently as the Head of Knowledge Resource. She has a professional experience of more than 25 years in her portfolio. She is PhD, MBA, M.A., MLISc, MPhil, and did her Advanced Diploma in IT and E-Commerce Technology and PG Diploma in Cyber Law as well. She is a recipient of Commonwealth Professional Fellowship Award at University of Birmingham UK in the year 2014. She has represented in all professional activities, internationally, nationally, regionally and locally. She has also integrated advances in information technology to support the academic programs. She has created, trained and developed E-Library Portals using Open Source. She has developed certain skills and acquired the capacity to optimize internal and external resources towards both personal and professional success. She is in the expert panel of many prestigious University andInstitutes.

She is also Editor, Associate Editor and member in few National and International reputed Journals. She has also served as an Asst. Editor for Journal of Health Management published by Sage publications. She has extensively published articles, case studies and book reviews in reputed national and international journals and 3 books. She was consultant to many organizations in setting up their information centres / knowledge centres. She is known for her creativity and innovation ideas in this field. She has received many prestigious 2 International and 12 National Awards for her commendable work in the field of Information Science Her brief profile was published in one of the monthly Magazine Uthkantha in the special issue on “Talents of Rajasthan” in October 2009. She is also a scholarship holder in Music and for her performances also she received scholarships. Apart from this she has been awarded twice by “Hindi Prachaar Prasaar Sansthan in the year 2017 and 2018 respectively” for promoting Hindi Language through her poems and articles. She has written many poems and articles apart from her own subject area. Her strength lies in bringing persistent energy, enthusiasm to her work and willingness to take ownership for her work. She is extremely focused and committed towards achievement of tasks and goals. She is being invited as subject expert by All India Radio, Doordarshan and other media regularly.

LIBRARY & INFORMATION SCIENCE



ISBN: 9789-38929-6389
331 pg. | 2020| PB | Rs. 695

A Practical Dose to Dewey Decimal Library Classification

Dr. Amit Kumar Deval

ABOUT THE BOOK

The book focuses on practical approach to Dewey Decimal Classification. It is also pertinent to mention here that, it primarily prepares the reader to pick up a book and be ready to coin a unique Dewey Code for it all by himself. As classification is a core competency needed to be a successful librarian the book for sure prove to be an excellent tool for all students and practitioners of library science. The book also describes the basic tenets of Dewey Decimal Classification popularly known as DDC in simple yet easy to understand language.

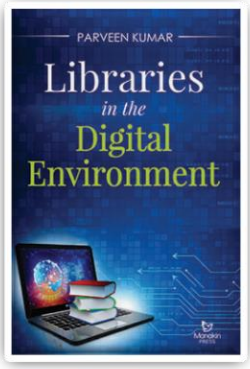
ABOUT THE AUTHOR

Dr. Amit Kumar Deval, Assistant Librarian at University Information Resource Centre (UIRC), Guru Govind Singh Indrapastha University New Delhi is a seasoned library professional with around 15 years of experience of the profession and he has a very sound knowledge of library classification, list of subject headings and cataloging. He has special command of Dewey Decimal Classification (DDC) classification and he has also demonstrated it by very successfully transforming entire stock of his university library from UDC(Universal Decimal Classification) to DDC. He has been a very meritorious student throughout his professional education and that shows up in him being awarded by Two Gold Medals in his University for grabbing University and Faculty top ranks.

CONTENTS

1. Melvil Dewey: A Brief Biographical Sketch of the Inventor of Dewey Decimal System of Library Classification **2.** Dewey Decimal Classification: A Bird's Eye View **3.** 000 to 099: Generalities **4.** 100 to 199: Philosophy and Psychology and 200 to 299: Religion **5.** 300 to 399: Social Sciences **6.** 400 to 499: Language **7.** 500 to 599: Natural Sciences and Mathematics **8.** 600 to 699: Technology-Applied Sciences **9.** 700 to 799: The Arts- Fine and Decorative Arts **10.** 800 to 899: Literature and Rhetoric **11.** 900 to 999: Geography and History

RECENT



ISBN: 9789-39206-2117
214 pg. | 2022 | PB | Rs. 695

Libraries in the Digital Environment

Dr. Parveen Kumar

ABOUT THE BOOK

The book focuses on practical approach to Dewey Decimal Classification. It is also pertinent to mention here that, it primarily prepares the reader to pick up a book and be ready to coin a unique Dewey Code for it all by himself. As classification is a core competency needed to be a successful librarian the book for sure prove to be an excellent tool for all students and practitioners of library science. The book also describes the basic tenets of Dewey Decimal Classification popularly known as DDC in simple yet easy to understand language.

ABOUT THE EDITOR

Dr. Parveen Kumar holds M. A. (Economics), M. Lib. & Inf. Sc., M. Phil (Lib. Sc.) and Ph. D. (Lib. Sc.) degree. Presently, he is working as Librarian at I.B. (PG) College, Panipat (Haryana) India. Prior to this, he worked as Librarian at S. A. Jain College, Ambala City (Haryana) India. He is life member of various professional associations including IFLA, SLA, IASLIC, ILA, IATLIS, HLA, DLA, LPA, SALIS and ALA. He has more than 12 years' experience in the field of library and information science. He has published more than 30 publications at national and international levels and 4 books to his credit. He participated in many national/ international level conferences/ workshops/ seminars. His areas of interest include application of ICT in libraries, library networking and resource sharing among libraries. He is also member of an editorial board of journals. He is Council Member (Open Constituency) of ILA from 2019-22 and Vice President (North Zone) of IASLIC (2020-22). He visited Greece (Europe) country for paper presentation through UGC travel grant.

CONTENTS

1. Digital Innovations and Technologies in Libraries, **2.** Digital Preservation: Its Issues and Challenges, **3.** Role of INFLIBNET in Digital Resource Management A Special Reference to Academic libraries, **4.** Literature on Labour Migration, **5.** Understanding of use of Internet Technology in Providing Library Services, **6.** ICT in Libraries: An Overview, **7.** Relevance of Ranganathan's Five Laws of Library Science in Present ICT Era, **8.** Innovative Services in Libraries: An Approach, **9.** Open Educational Resources Initiatives in India: An Overview , **10.** Effectiveness of Open Education Resources in Library and Information Science in Global Scenario, **11.** E-Resources and Its Importance in Today Environment, **12.** Academic Libraries and MOOCs Era, **13.** Curbing Plagiarism in Higher Education: A UGC Initiative, **14.** Scientometrics: Recent Trends In Lis, **15.** Knowledge Management Competencies Required by Academic Law Libraries, **16.** Federated Search Engines, **17.** Use of Mobile Based Services & Technologies in Modern Library

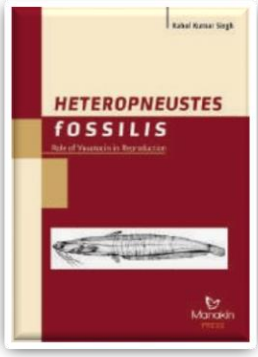
Endocrinology | Cell Biology | Developmental Biology | Ecology | Evolutionary Biology | Zoology

LIFE SCIENCE

Heteropneustes fossilis

Role of Vasotocin in Reproduction

Rahul Kumar Singh



ISBN: 9789-38622-1735
172 pg. | 2017 | HB | Rs. 795

ABOUT THE BOOK

The present book deals with the fish neuroendocrinology, which specifically throws light on the Vasotocin a nonapeptide hormone responsible for the reproductive behaviour and successful reproduction in the lower vertebrates. Further, this book deals with internal and external cues such as catecholaminergic regulation, steroidal hormones interplay and pheromones, temperature and photoperiod and their correlation with the Vasotocin and its regulation, which directly or indirectly plays an important role in reproductive activity of the Indian catfish *Heteropneustes fossilis*.

ABOUT THE AUTHOR

Rahul Kumar Singh is a trained fish neuroendocrinologist under the well renowned Fish Neuroendocrinologist Prof K. P. Joy. Dr. Singh is currently working as Assistant Professor at the prestigious Department of Zoology, Banaras Hindu University (BHU), Varanasi. Before joining BHU he worked in the same capacity at Sam Higginbottom Institute of Agriculture Technology and Sciences (SHIATS), Allahabad. Dr. Singh did his Doctoral research from the same department where currently he is working. He was awarded Sir J. C. Bose Medal for the best thesis in Life Sciences in the year 2015. He was also conferred with the honour of best teacher for the year 2014 during his days of teaching at SHIATS.

CONTENTS

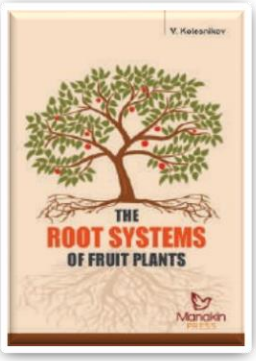
1. Introduction, **2**. Circadian and Seasonal Variations in Brain and Plasma Vasotocin, **3**. Effects of Altered Photoperiod and Temperature on Vasotocin, **4**. Differential and Reproductive Stage-Dependent Catecholaminergic Regulation of Vasotocin, **5**. Estrogen Regulation of Brain Vasotocin: An interaction with catecholaminergic system, **6**. Effects of Ovaprim on Vasotocin and Steroid Hormone Profiles, **7**. Pheromonal Stimulation of Vasotocin and Ovarian Steroid Secretion, References

Botany | Agriculture | Farming | Fruit Plants | Roots | Root Systems | Root Hairs | Research | Agrotechnology

LIFE SCIENCE

The Root Systems of Fruit Plants

V. Kolesnikov



ISBN: 9789-38622-1919
278 pg. | 2018 | PB | Rs. 795

ABOUT THE BOOK

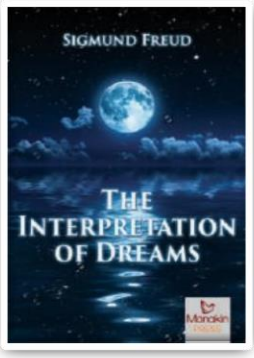
The book Root System of Fruit Plants provides the horticulturist with the information that needs to be able to choose an adequate method for discovering the causes of weak growth in fruit-bearing plants, for determining the correct depth of soil treatment in orchards and soft-fruit plantations, and for improving the system of agrotechnical measures that will ensure high yields of fruit.

A knowledge of the techniques of studying root systems is also essential for those engaged in laying out orchards in new areas, in order to determine the precise depth of pre-planting ploughing and the planting distances for trees and shrubs in various soils.

CONTENTS

1. Structure and Activity of The Root System, **2**. Development and Classification of Methods of Root System Studies, **3**. The Skeleton Method, **4**. The Monolith Method, **5**. The Trench (profile) Method, **6**. Method For Washing Out Roots of Whole Plants, **7**. Field (glass-panel) Method, **8**. Free-monolith Method, **9**. Boring Method, **10**. Volumetric and Adsorption Methods, **11**. Other Methods, References

SOCIAL SCIENCE



ISBN: 9789-38667-7341
600 pg. | 2018 | PB | Rs. 995

The Interpretation of Dreams

Sigmund Freud

ABOUT THE BOOK

What are the most common dreams and why do we have them? What does a dream about death mean? What do dreams of swimming, failing, or flying symbolize?

First published by Sigmund Freud in 1899, The Interpretation of Dreams considers why we dream and what it means in the larger picture of our psychological lives. Delving into theories of manifest and latent dream content, the special language of dreams, dreams as wish fulfillments, the significance of childhood experiences, and much more, Freud, widely considered the "father of psychoanalysis," thoroughly and thoughtfully examines dream psychology. Encompassing dozens of case histories and detailed analyses of actual dreams, this landmark text presents Freud's legendary work as a tool for comprehending our sleeping experiences.

Renowned for translating Freud's German writings into English, James Strachey—with the assistance of Anna Freud—first published this edition in 1953. Incorporating all textual alterations made by Freud over a period of thirty years, it remains the most complete translation of the work in print.

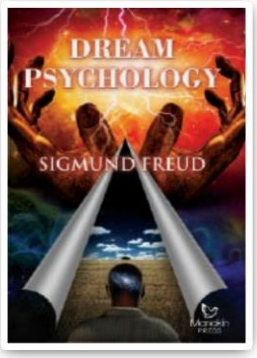
ABOUT THE AUTHOR

Sigmund Freud (born Sigismund Schlomo Freud 6 May, 1856 - 23 September 1939) was an Austrian neurologist who became known as the founding father of psychoanalysis.

CONTENTS

1. The Scientific Literature of Dream-Problems (Up to 1900), **2**. The Method of Dream Interpretation, **3**. The Dream as Wish-Fulfilment, **4**. Distortion in Dreams, **5**. The Material and Sources of Dreams, **6**. The Dream-Work, **7**. The Psychology of the Dream Processes, *Bibliography*

SOCIAL SCIENCE



ISBN: 9789-38667-7181
152 pg. | 2018 | PB | Rs. 395

Dream Psychology

Sigmund Freud

ABOUT THE BOOK

From the dawn of human consciousness, dreams have always fascinated us. Do they mean something? Do dreams help us see into the future? These questions have intrigued us for centuries. Sigmund Freud was one of the first people to examine dreams seriously and interpret them in the context of our waking lives. In Dream Psychology: Psychoanalysis for Beginners, the Austrian psychoanalyst, Dr Sigmund Freud shares his exciting early discoveries that there was indeed a connection between his patients' dreams and their mental disturbances. Sigmund Freud was educated to be a neurologist, but went on to revolutionize the world of human psychology by establishing the theories of psychoanalysis. This is a clinical therapeutic method for dealing with mental isturbances. He considered dreams as extra information that the patient was unable to convey to the analyst during the waking state.

Dream Psychology, first published in 1921, and translated by MD Eder, is a definitive work which changed the climate of treatments and handling of different neuroses and dysfunctional people. The book is divided into nine chapters. In many of them, Freud uses his own dreams as subjects for interpretation, while in others, he uses his patients' dreams to elucidate his theories of psychoanalysis. While some of the theories may no longer be relevant or valid in today's world, this book is indeed one of the foundation stones of Freudian psychoanalysis and marked a water-shed in the attitude towards dreams. He refuted the purely medical and purely spiritual interpretations that had been prevalent till then and proposed a completely new theory.

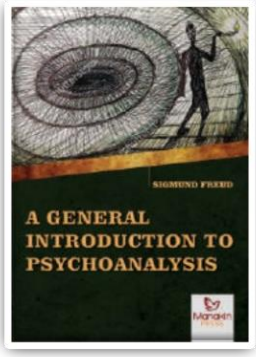
Some of the most interesting parts of the book deal with symbols and language in dreams. Freud developed a standard system of symbols and their actual meaning based on his studies and used it to interpret and decode what his patient was really thinking and conveying. Many of the dreams he recounts were analyzed in the context of Victorian attitudes towards sexuality, repressed desires and unfulfilled wishes. By analyzing and understanding these dreams, Freud's patients were able to get a better understanding of their underlying, unexpressed motives and this set them on the path to healing.

ABOUT THE AUTHOR

Sigmund Freud (born Sigismund Schlomo Freud 6 May, 1856 - 23 September 1939) was an Austrian neurologist who became known as the founding father of psychoanalysis.

SOCIAL SCIENCE

A General Introduction to Psychoanalysis



ISBN: 9789-38667-7303
428 pg. | 2018 | HB | Rs. 695

Sigmund Freud

ABOUT THE BOOK

Few, especially in this country, realize that while Freudian themes have rarely found a place on the programs of the American Psychological Association, they have attracted great and growing attention and found frequent elaboration by students of literature, history, biography, sociology, morals and aesthetics, anthropology, education, and religion. They have given the world a new conception of both infancy and adolescence, and shed much new light upon characterology; given us a new and clearer view of sleep, dreams, reveries, and revealed hitherto unknown mental mechanisms common to normal and pathological states and processes, showing that the law of causation extends to the most incoherent acts and even verbigerations in insanity; gone far to clear up the terra incognita of hysteria; taught us to recognize morbid symptoms, often neurotic and psychotic in their germ; revealed the operations of the primitive mind so overlaid and repressed that we had almost lost sight of them; fashioned and used the key of symbolism to unlock many mysticisms of the past; and in addition to all this, affected thousands of cures, established a new prophylaxis, and suggested new tests for character, disposition, and ability, in all combining the practical and theoretic to a degree salutary as it is rare.

These twenty-eight lectures to laymen are elementary and almost conversational. Freud sets forth with a frankness almost startling the difficulties and limitations of psychoanalysis, and also describes its main methods and results as only a master and originator of a new school of thought can do. These discourses are at the same time simple and almost confidential, and they trace and sum up the results of thirty years of devoted and painstaking research. While they are not at all controversial, we incidentally see in a clearer light the distinctions between the master and some of his distinguished pupils. A text like this is the most opportune and will naturally more or less supersede all other introductions to the general subject of psychoanalysis. It presents the author in a new light, as an effective and successful.

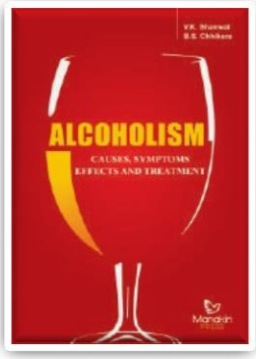
ABOUT THE AUTHOR

Sigmund Freud (born Sigismund Schlomo Freud; 6 May 1856 - 23 September 1939) was an Austrian neurologist who became known as the founding father of psychoanalysis.

Addiction | Health | Medicine

SOCIAL SCIENCE

Alcoholism:CAUSES, SYMTOMS EFFECTS AND TREATMENT



ISBN: 9789-38667-7488
254 pg. | 2018 | HB | Rs. 1895

V.K. Shanwal | B.S. Chhikara

ABOUT THE BOOK

The book includes research on multi-dimensional aspects of problems related to alcohol. The chapters cover a wide range of topics on the theme of Alcoholism ranging from reasons and factors that induce alcoholism, to health risks and finally possible medical, psychological and alternative remedial measures. Various factors such as genetics, childhood influences, antisocial behavior, and personality traits contribute to this menace of alcoholism. Cultural values, beliefs, and childhood experiences to govern thought process are indirectly related to earlier stages of alcohol addiction. Family history and life stress have implications on individual/s susceptibility to alcohol addiction. Personality traits influence the addiction in individuals. The treatment of alcoholism involves different therapies besides medicines for comprehensive and smooth recovery of the person. The important inducing factors, impact on society, individual, brain, family, nutritional deficiency and possible therapies such as body psychotherapies, herbal and natural therapy have been covered in the book in hopes of a comprehensive solution

ABOUT THE AUTHORS

Dr. V.K. Shanwal completed his postdoctoral research from Indian Council of Medical Research (ICMR), carried out work at Institute of Human Behaviour & Allied Sciences, Delhi. He has also worked at Fiji National University as Associate Professor. He has authored a book "Emotional Intelligence: The Indian Scenario" and is one of the editors of another book titled "Emotional Intelligence: Theoretical and Cultural Perspectives" published by Nova Science, New York. He has published more than three dozen of papers and attended more than two dozens of Conferences/ Seminars at national as well as international level mostly on Mental Health/Public Health issues. Currently he is Head, Department of Education and Training at Gautam Buddha University.

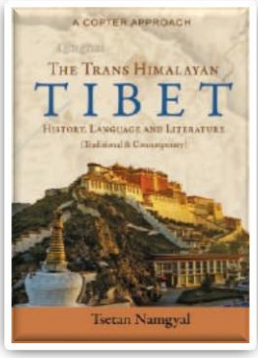
Dr. B.S. Chhikara is a doctorate in Biomedical Sciences from University of Delhi. He has research experience in various interdisciplinary fields. He has worked in different institutes like Institute of Nuclear Medicine and Allied Sciences (DRDO), Indian Institute of Science Bangalore, University of Rhode Island, Kingston, USA. He has published more than 38 research articles in reputed international journals, published two books on organic chemistry and environmental sciences, and has presented his work at many national and international conferences. He is currently teaching at University of Delhi.

CONTENTS

1. Is it the Personality or the Alcohol that Makes one an Addict?, **2**. Impact of Alcohol on Family Functioning, **3**. The Effects of Alcoholism on the Brain, **4**. Nutritional Deficiencies and Diseases Associated with Alcoholism, **5**. Alcohol De-addiction: Application of Body Psychotherapies, **6**. Understanding the Role of Probiotics as a Possible Treatment Strategy for Alcoholism Induced Liver Dysfunction, **7**. Herbal and Natural Medicines for Treatment of Alcoholism and Associated Diseases, **8**. Psychopharmacotherapy for Alcoholism: Challenges in Novel Approaches, **9**. Substance Abuse Disorder and its Management, **10**. Prohibition in India: A Study of the Historical & Contemporary Aspects, **11**. Patterns of Alcohol Abuse Among Urban Slums & Substandard Settlements: Review of Indian Literature towards Implications for Policy Interventions, **12**. Alcoholism: Popular Culture and Narrative TherapyInterventions Ruby, **13**. Alcoholism Among Adolescents and Juvenile Delinquency, **14**. Impact of Alcoholism on Various Aspects of Wealth Management

BESTSELLER

SOCIAL SCIENCE



ISBN: 9789-38437-0176
454 pg. | 2016 | HB | Rs. 3495

A CopterApproach

The Trans Himalayan TIBET

Histories, Languages and Literatures (Traditional & Contemporary) Volume-I

Tsetan Namgyal

REVIEW

The Copter focal point on the Trans-Himalayan peoples with multi-ethnicity requires reassessment. The *'Dan tig dkar chag'* with requisite maps narrates their fading image. Impact of Stag jig Bon po priests that of South Asian Buddhists followed by Muslims with Persian influence make them distinct from other Asians. Their selfassessment with rationale generates series of logical analyses. Their Languages distinguish them too in traits of communication. It opens an unprecedented vista as Elite Circle would remark. Dr. Annie Bien points out it through poetic way like as *'Threading the World Garland as a Rosary (Snyan nag)*' while one speak of Ethnic Tibetans in and out of the Land of Snow.

Professor László Pap a Hungarian Buddhist scholar and scientist by profession who explored well about what Csoma de koros the father of Tibetologist, mesmeric contribution to Tibetan literary works nicely innovated with his through observation on the Tibetan language and its transmission of Buddhist scripture to the Europeans and the English knowing Indian. Hence, the learned study covering all the resources available in respect to Csoma is remarkably significant and unique. Thus, their cognitive identity as dealt in this book deserves its uniqueness to invite readers for learning more in a short while.

— Suniti Kr. Pathak, *Visva Bharati University, Santiniketan*

ABOUT THE BOOK

After 1951, the 17 Point Agreement between Tibet and China in the Trans Himalayan Tibet became the Tibet Autonomous Region (TAR) of Peoples Republic of China (PRC) through graceful political absorption. Numerous publications on the pros and cons of the events have already come in the market but it demands a wholesome approach. The book edited in volumes is composed of authors from national and International levels have focused on these matters from Copter approach in order to reach the fact. The people of Trans Himalayans are not of the common stock. Their multiple speeches leave room for language diversity in communication traits. In course of time, consolidation of the people in monarchy (600 A.D.-650A.D.) attempts for integration started. Traditions record the venture with reference to personality of the great monarch and minister 'Srong Tsen Gampo' and 'Thonmi Sambhota' an elucidated scholar. Later on plurality in communication traits become systematize to great extend. This volume deals with this range of various issues.

ABOUT THE EDITOR

Tsetan Namgyal (Ph.D) is an expert on Tibet and Tibetan Studies, and is presently teaching and researching as an Assistant Professor at the Centre for Inner Asian Studies (Tibetan Studies) School of International Studies, Jawaharlal Nehru University in New Delhi. Coming from a traditional Tibetan academic background he knows Tibetan Language and Literature well which enabled him to extract Tibetan texts and other traditional resources written in classical Tibetan and its subdialects on numerous topics such as contemporary, Orientalism, Nationalism and allied subject particularly in the context of Tibet in International Relations. He worked as a Sr. lecturer at the Department of Buddhist Philosophy, Rastriya Sanskrit Sansthan, (Deemed University) Lucknow, Uttar Pradesh and also served as an Assistant Professor-II at the Department of Indo-Tibetan Studies at Visva Bharati University, Santiniketan, West Bengal before joining JNU in 2009. A graduated from 'Central Institute of Buddhist Studies' Leh, followed by MA and M. Phil from Delhi University and Ph. D from Lucknow University. His research areas include Buddhist Studies, Himalayan and Tibetan Studies and also having interest in Inner Asian Studies. He published more than twenty research papers in different national and international reputed journals and presented as many as thirty research papers at national and international conferences in India and abroad.

CONTENTS

Language and Grammar

1. Concept of Tibetan Language, Tibetan Language Teaching and Learning Process, **2.** Threading the Word Garland as a Rosary (Snyan nag), **3.** Classical Tibetan Grammar (Ratnashrīdipīkā) **4.** Alexander Csoma de Kőrös and the Tibetan Language: On Responsibility of Preservation and Transmission of the Buddhist Scriptures, **5.** Bhoti: The Classical Language of the Himalayas

Culture and Literary Studies

1. Folklore and Music: A Case Study of Western Tibet (Ladakh), **2.**The Buddhist Hymns in Tibetan Literature, 8th–14th Century **3.** Importance of Tibetan Studies in the Time Context: Past and Contemporary *Pathak*, **4.** An Anothological Annotation of Dhammapada's Chapters of Twin Verses (Chos kyi tshigs bcad pa bam po danpo), **5.** Influence of Persian Identity on Tibetan Culture

Political History and Biography

1. *Maps and Territory in the 1950s: The Writing of the Dan tig dkar chag (A Guide to Dan tig Monastery)*, **2.** Some Observations on the Book: Bod ljongs kyi lo rgyus go bab dpyad zhib stod cha, Comment on the Historical Study of Tibet Vol. I, **3.** The Train Journey of A Tibetan Pilgrim Monk in India in 1924, Based on His Biography**, 4.** Mipham's Advice for a King: Chapter One and Two of "The Ornament of The King: A Treatise of Royal Guidance"

Philosophical Literature

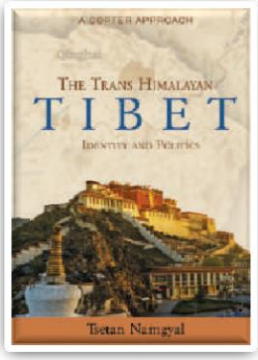
1. Epistemology of Nonduality: Tsongkhapa and Gorampa on the Nature of Nondual Knowledge in Madhyamaka***, 2.*** *An Assessment of Buddhist Logical Literature (gtan tshig gi bstan bcos) in Tibetan Language*, **3.** Development of Five Great Buddhist Spheres of Learning in Tibet: A Perspective (bhot-du-rignes chewa nga dargay jung- tsul- kor- leng wa)*,* ***4.*** *Madhayamaka Philosophy (dbu ma pa'i lugs) according to 'Sa skya pa' Tradition of Tibetan Buddhism Glossary, Abbreviations, Index*

A CopterApproach

The Trans Himalayan TIBET

Identity and Politics

Volume-II



ISBN: 9789-38437-0558
292 pg. | 2018 | HB | Rs. 1295

Tsetan Namgyal

ABOUT THE BOOK

The Trans Himalayan Tibet, A Copter Approach on the theme of 'Identity Politics' in the Trans Himalayan Tibet, the greater Tibet which even extended to the crosslink of Inner most Asian part of Trans Siberia upto the Eastern Baikal Lake.

The terms and the subject 'Identity and Politics' is completely a new phenomena in the context of identity crisis among individual, community to a nation states on the grounds of various issues which make the barriers in society as such ethnicity, religion, language and many more factors evolved the culture of Identity politics. Hence, the terms have been used particularly in political and academic discourses in the early 20th century when 'Great Game' and 'Cold War' happened among different neighboring countries on the basis of their ethnic identity, culture and civilizational ethos.

In contemporary times, such concepts are generally limited to political and economic contexts to explain current geo-political processes with regard to ethnic identities. Scholars have focused on Tibet for several decades, especially with regard to its cultural identity Buddhism heritage and its environmental processes. The chapters in this volume are divided into four parts in terms of the issues they discuss, with regard to identity and politics in the Trans Himalayan region of Tibet.

ABOUT THE EDITOR

Tsetan Namgyal (Ph.D) is an expert on Tibet and Tibetan Studies, and is presently teaching and researching as an Assistant Professor at the Centre for Inner Asian Studies (Tibetan Studies) School of International Studies, Jawaharlal Nehru University in New Delhi. Coming from a traditional Tibetan academic background he knows Tibetan Language and Literature well which enabled him to extract Tibetan texts and other traditional resources written in classical Tibetan and its sub-dialects on numerous topics such as contemporary, Orientalism, Nationalism and allied subject particularly in the context of Tibet in International Relations. He worked as a Sr. lecturer at the Department of Buddhist Philosophy, Rastriya Sanskrit Sansthan, (Deemed University) Lucknow, Uttar Pradesh and also served as an Assistant Professor-II at the Department of Indo-Tibetan Studies at Visva Bharati University, Santiniketan, West Bengal before joining JNU in 2009. A graduated from 'Central Institute of Buddhist Studies' Leh, followed by MA and M. Phil from Delhi University and Ph. D from Lucknow University.

His research areas include Buddhist Studies, Himalayan and Tibetan Studies and also having interest in Inner Asian Studies. To his credit he has published more than twenty research papers in different national and international reputed journals and presented as many as thirty research papers at national and international conferences in India and abroad.

CONTENTS

TIBET UNDER THE COMMUNIST CHINA DOMAIN

Tibet Since 1950: Six decades of Liberation from Feudalism to Imposition of Despotism – *KT Sarao,* Poverty and Out Migration in TAR (Tibetan Autonomous Region) – *Geeta Kochhar*, The Tibetan Dilemma for the People's Republic of China in the Twenty first Century – *Ambuj Thakur*, Buddhism and Business Ethics: Justice in an Economy of Merit – *Karma Lekshe Tsomo*

GEO STRATEGIC AND ENVIRONMENTAL FIASCO IN TIBET

Tibet's Natural Resource Endowment, Especially its Minerals, and their place in China's Development plans for the entire Tibetan Plateau – *Gabriel Lafitte*, The Natural Physical Environment of Tibet – *Chhering Tandup,* Chinese Nuclearisation Programme in the Tibetan Plateau and its Implications for India's Security – *Satish Kr Singh*

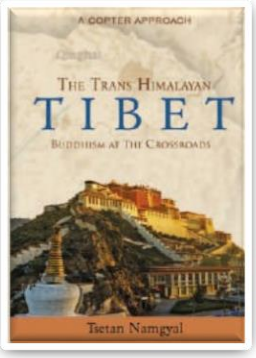
TIBET'S HISTORICAL RELATIONS WITH NEIGHBORING STATES

The 1913 Mongol-Tibet Treaty and the Dalai Lama's Proclamation of Independence – *Lobsang Tenpa,* The Tibetan Refugee Settlement as a Model for Nehruvian Rural Development in India – *Jan Magnusson,* Tibet and Inner Asia: From Historical Accounts – *Tsetan Namgyal,* Nepal's Changing Perspective on Tibetan Refugees – *Lobzang Chosdup*

TIBET IN INTERNATIONAL INTERFACE

Tibet Question and Sino-Indian Interface – *Yukteshwar Kumar,* Untamed Tibet, Unrelenting China and Unresponsive World – *Anupma Kaushik,* The Relations Between Turkey and Tibet – *Baris Doster,* The Main Features and Tendencies of the Dissemination of Tibetan Buddhism in the West – *Ayusheyeva Dulma Vladimirovna*, On the Meaning of Dakini Cult in Medieval Japan – *Elina Lepekhova*

SOCIAL SCIENCE



ISBN: 9789-38622-1568
287 pg. | 2018 | HB | Rs. 1295

A CopterApproach

The Trans Himalayan TIBET

Buddhism At The Crossroads

Volume-III

Tsetan Namgyal

ABOUT THE BOOK

The third volume in the series is about Buddhism in the Trans-Himalayas and Trans-Siberian Region of Buryat, Russia. The Trans-Himalayan region includes Tibet, Ladakh, Kashmir, and Afghanistan and links with the Islamic world through the Silk Route trade and interactions with classical philosophical schools such as Confucianism. The volume primarily focuses on Buddhism in Buryatia, with some commentary on other parts of Russia. It attempts to throw light on the assimilation and dissemination of Buddhism in Russia as the Communist Revolution spread across the country. It traces the revival of Buddhism in Buryatia through Buryat literature, religious symbols, and secular practices. This volume is the result of analysis of Buddhist literatures in different countries, especially Tibet, Mongolia, China, and India. It also draws on field visits, developments in medical fields and on manuscripts and xylographs in St. Petersburg, to provide a commentary on the contribution of prominent Buddhist reformers in Russia.

ABOUT THE EDITOR

Tsetan Namgyal (Ph.D) is an expert on Tibet and Tibetan Studies, and is presently teaching and researching as an Assistant Professor at the Centre for Inner Asian Studies (Tibetan Studies) School of International Studies, Jawaharlal Nehru University in New Delhi. Coming from a traditional Tibetan academic background he knows Tibetan Language and Literature well which enabled him to extract Tibetan texts and other traditional resources written in classical Tibetan and its sub-dialects on numerous topics such as contemporary, Orientalism, Nationalism and allied subject particularly in the context of Tibet in International Relations. He worked as a Sr. lecturer at the Department of Buddhist Philosophy, Rastriya Sanskrit Sansthan, (Deemed University) Lucknow, Uttar Pradesh and also served as an Assistant Professor-II at the Department of Indo-Tibetan Studies at Visva Bharati University, Santiniketan, West Bengal before joining JNU in 2009. Graduated from 'Central Institute of Buddhist Studies' Leh, followed by MA and M. Phil from Delhi University and Ph. D from Lucknow University.

His research areas include Buddhist Studies, Himalayan and Tibetan Studies and also having interest in Inner Asian Studies. He published more than twenty research papers in different national and international reputed journals and presented as many as thirty research papers at national and international conferences in India and abroad.

CONTENTS

BUDDHISM IN THE TRANS-HIMALAYA

Buddhism as a Link between Afghanistan and Tibet – *Ambrish Dhaka,* Tibet-Ladakh Cultural relations through the Ages: Trade and Pilgrimage – *Sonam Joldan,* Tibetans in Exile: An Overview – *Anupma Kaushik,* Historic Origin of the Muslim Community in Tibet, A Review – *Arif Qazi,* Cultural Interaction between Tibet and Islamic World through Silk Route – *Goutam Das,* Evolution and Development of Tibetan Buddhism: An Overview – *Chunkey Namgyal,* Traditional Educational Values in Classical Asian Philosophies: A Comparative Look at Confucian, Buddhist and Gandhian Ideals of Education – *Sonam Thakchoe*

BUDDHISM IN THE TRANS-SIBERIA

Buddhist Traditions in Buryat Literature of 19th Century – *Darima Dashibalova,* Modern Buryats and the Religious Symbols – *Darima Zhamsueva,* Hambo Lama Ayusheev in The Buddhist and Secular Practices of Present Day Buryatia – *Darima Amogolonova,* The Buddhist heritage of Saint-Petersburg, A Case Study of Buddhist Manuscripts – *Alla Montau,* The Renovationist (Obnovlencheskoe) Buddhist Movement in Buryatia in the 1920s – *Tsyrempilova Irina Semenovna,* Relationship of the Buddhist Church and the State in Russia – *Victor Mitypov*, Social and Political Aspects of Buddhism in Buryatia – *Leonid Yangutov,* Renewal Movement in Russian Buddhism: Two Reform Projects – *Nesterkin Sergey*

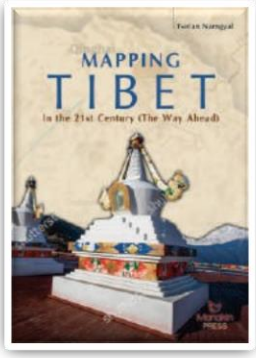
BUDDHIST LINKAGES BETWEEN TRANS-HIMALAYAN AND TRANSSIBERIA

Integrative Historical and Cultural Role of Indian Mitra & Maitreya Cults in the Uniting Process of Eurasia – *Sergey Lepekhov,* Buda Rabdanov and His Journeys to Eastern Tibet – *Irina Garri*, Tibetan Medical Tradition in the History of Buryat People – *Yumzhan Zhabon,* Three prominent Reformers of Buddhism in Russia: Agvan Lubsan Dorjiev (1857- 1930 Lubsan Sandan Tsydenov(1851-1922) Bidiya Dandaron(1914-1974) – *S Y Lepekhov,* Retrieving and Revisiting Buddhism Through the eyes of George de Roerich (Roerik) in Russia (Greater Russia) – *Tsetan Namgyal*

Mapping Tibet

In the 21st Century (The Way Ahead)

Tsetan Namgyal



ISBN: 9789-38622-1551
286 pg. | 2018 | HB | Rs. 1295

ABOUT THE BOOK

Understanding the complexity of issues confronting to Tibet is the prime focus of this book. As we all know the security and stability of our country is largely conditioned by the developments that are taking place in Tibet. Though, Tibet lost its Independent position gradually in the post-1945 phase but still it's going to play a significant role in the present scenario of world politics particularly in the context of South Asia and Eurasia Central Asian geopolitical dynamics.

On the other side, India has been adamantly unyielding because of its long and high bonding historical and cultural relations with this land for centuries. The episode of 1959 Dalai Lama's fled to India along with large numbers of Tibetan refuge and India's unconditional support on the humanitarian ground at the edge of 1962 war with China has not affected even broaden the cordial relations stronger and strengthened while supporting the cause of Tibet. In recent year again Buddhism played a significant role in strengthening the relations.

Peace and stability in Tibet not only relevant to India and other Asian regions but the larger International community. Tibetan plateau has a rich mineral and water resources so these resources should be harnessed. Tibet can play a significant role and regain its identity in the International community only when it will be able to integrate itself with the global political system. Despite a lot of internal ethnic problems Tibet is still able to maintain its peace and tranquility. This is due to the Buddhist philosophy which preaches non- violence and universal brotherhood.

ABOUT THE AUTHOR

Tsetan Namgyal (Ph.D) is an expert on Tibet and Tibetan Studies, and is presently teaching and researching as an Assistant Professor at the Centre for Inner Asian Studies (Tibetan Studies) School of International Studies, Jawaharlal Nehru University in New Delhi. Coming from a traditional Tibetan academic background he knows Tibetan Language and Literature well which enabled him to extract Tibetan texts and other traditional resources written in classical Tibetan and its sub-dialects on numerous topics such as contemporary, Orientalism, Nationalism and allied subject particularly in the context of Tibet in International Relations. He worked as a Sr. lecturer at the Department of Buddhist Philosophy, Rastriya Sanskrit Sansthan, (Deemed University) Lucknow, Uttar Pradesh and also served as an Assistant Professor-II at the Department of Indo-Tibetan Studies at Visva Bharati University, Santiniketan, West Bengal before joining JNU in 2009. Graduated from 'Central Institute of Buddhist Studies' Leh, followed by MA and M. Phil from Delhi University and Ph. D from Lucknow University.

His research areas include Buddhist Studies, Himalayan and Tibetan Studies and also having interest in Inner Asian Studies. He published more than twenty research papers in different national and international reputed journals and presented as many as thirty research papers at national and international conferences in India and abroad.

CONTENTS CHINA'S TIBET POLICY: REFORMS AND DEVELOPMENTS

Ecological Damage and Development in Tibetan Plateau and Its implications – *Satish Kr Singh*, The Dynamics of China's Religious Policy Towards Tibet during Mao's Regime – *Vikas Kumar Singh,* Cultural Revolution and Culture of Minority in China : A Study of Tibet – *Vijaya Chamundeswari,* Impact of the Tsangpo Dam built by China on Tribes and society of North East India – *Ruchi Awasty,* China's Diversion Policy on the Brahmaputra River Basin – *Dileep Kumar*, The Great Western Development Programme: A Comparative Study in Tibet and Xinjiang – *Pooja Pingua*

SOCIO- RELIGIOUS AND CULTURAL IDENTITY

Between Great Tibet and Little Tibet: The Balti of Ladakh – *Mutasif Hussian,* Paradigm Shift in the Education System and its Impact on Women: A Case Study of Tibet – *Sravanee Banerjee*, "Proto Globalization in Ladakh": Religion, Politics and the Circuits of Exchanges – *Muzaffar Hussain,* Status of Women in Tibet and Bhutan; A Comparative Study – *Priyadharsani Verma*, Tibetan Muslims in Kashmir: Understanding the Issues of Identity – *Kouser Fatima*

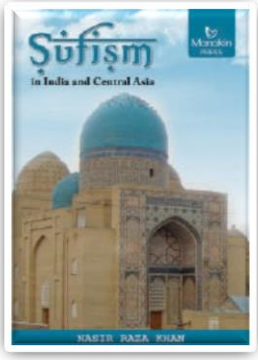
TIBETAN IN EXILE: CHANGING DYNAMICS

Central Tibetan Administration: A Case Study of Tibetan Democracy in Exile – *Harmeet Singh,* Tibet and China under Unrelenting Geo-politics Stratagem and Conflict (1951--) The Way Ahead – *Tsetan Namgyal,* A Study of Protest and Uprising in Tibet Since 1950: an Update – *Deskit Angmo*, Trend of Violence Against Women: A Case Study of Tibet and Uzbekistan – *Jigmet Spaldon*, Present Scenario of Tibet: Focusing on Cases of Self Immolation – *Alka*

TIBET AND INTERNATIONAL RELATIONS: PAST AND PRESENT

Tibet Issue in British India's Policy – *Rakesh Kr Yadav*, Tibet-China Affinity and Adversary Affairs: The Paradigm of Priest-Patron(Cho-yen) Relationship – *S.K Pathak*, Assessment of Russia's Involvement in the Tibetan Affairs During the Great Game – *Tseyang Lhamo,* European Union's Policy Towards Tibet: Post Strasburg Proposal – *Madan Yadav*

SOCIAL SCIENCE



ISBN: 9789-38437-0657
256 pg. | 2017 | HB | Rs. 1295

Sufism in India and Central Asia

Nasir RazaKhan

ABOUT THE BOOK

Sufism in India and Central Asia is an attempt to put into perspective the relevance of Sufism -- the concept and teaching, and to provide a realistic assessment of its role in India and Central Asia. The people of these regions with different ethnic backgrounds, cultures and languages have been intermingling for many centuries, as seen in the cross-current exchanges of religious ideas and belief. The word Sufism, popularly known as mysticism is most likely derived from the Arabic word suf (meaning "wool"), more specifically it means "the person wearing ascetic woollen garments." Sufism is deeply rooted in Islam and its development began in the late 7th and 8th centuries. Sufism remains an important strand as a calming influence even in the context of violence and terrorism in the name of Islam. Their impact on many parts of the world is so deeply rooted that it forms a significant part of popular religious beliefs and practices.

The present volume is a compilation of chapters, which attempted to look for answers to questions in relation to Sufism in India and Central Asia and to evaluate its relevance in the contemporary period. A group of distinguished scholars from India and Central Asia have contributed papers to this volume. The volume has been divided into four main sections viz, India-Central Asia and Turkey Cultural Exchange through the Agencies of Sufis; Regional Sufi Centres and their Interconnections; Sufi Traditions in Contemporary Central Asia, and Teachings of Sufis and Communal Harmony. In each section, authors have emphasised the different elements of Sufism in India and Central Asia.

This volume will be useful to students and researchers working on social and cultural aspects of India and Central Asia.

ABOUT THE AUTHOR

Nasir Raza Khan presently working as Associate Professor at the Academy of International Studies, Jamia Millia Islamia, New Delhi, his area of research includes Religion, Society and Culture in Central Asia; Silk Road; and Contemporary Central Asia- India relation. He regularly gets published research papers on cultural history andarchitectural conservation in Books and Journals. His recent publication includes; Central Asia and the World Powers, (Delhi: Primus 2013).

CONTENTS

INDIA-CENTRAL ASIA: CULTURAL EXCHANGE
1. Introduction –*Nasir Raza Khan*, **2**. Sufis in India and Central Asia during the Thirteenth and Fourteenth Century –*Iqtidar Husan Sidiqui*, **3**. Sufism: Cementing Bonds between Central Asia and Kashmir –*Mushtaq Kaw*, **4**. The Role of Sufis in Diplomatic Relations between the Khoqand Khanate and India –*Sherzodhon Mahmudov*, **5**. Khwaja Badruddin Samarqandi: Founder of Firdausi Silsiah in India –*Nishat Manzar*, **REGIONAL SUFI CENTRES AND THEIR INTER-CONNECTIONS 6**. Sufis in Jammu and their Cultural Impact –*Jigar Mohammed*, **7**. Kalimat al-Sadiqin: a Sufi Biographical Account –*Gulfishan Khan*, **8**. Central Asia to India: Immigration of Sufis and Urbanization 101in Medieval Rajasthan –*Jibraeil*, **9**. Sufism in Bengal: Interactions and Impacts through the Ages –*Mohd. Shaheer Siddiqui*

SUFI TRADITIONS IN CENTRAL ASIA AND CAUCASUS
10. Sufism and Religious Syncretism in the History of Central Asia –*Laura Yerekesheva*, **11**. The Style of Persian Sufi prose XI - XIII centuries –*Mehdi Kazimov*, **12**. Significance of Abd-ur-Rahman Jami's Sufi-Poetic Discourse in the Literary Legacy of Medieval Persia –*G. N. Khaki*, **13**. The understanding of self and others in teachings of Sufism by Najmuddin Razi (1177-1252) –*Usmonali Kamolov*

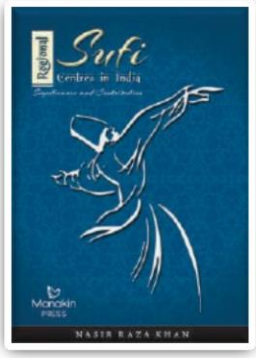
TEACHING OF SUFIS AND COMMUNAL HARMONY
14. Shaikh Sharfuddin Bu Ali Qalander Panipati's Contribution for the Development of Composite Culture in Panipat during 14th Century –*S.M. Azizuddin Husain*, **15**. The Theme of Perfect Human in Sufism –*Mukhayyo Abdurakhmonova*, **16**. Sufism in Karnataka: An Analysis of Shishunala Sharif –*Varada M. Nikalje*, *Photo Plates*, *Bibliography, Index*

SOCIAL SCIENCE

Regional Sufi Centres in India

Significance and Contribution

Nasir Raza Khan



ISBN: 9789-38437-0718
132 pg. | 2015 | HB | Rs. 595

ABOUT THE BOOK

The present volume on Regional Sufi Centres in India: Significance and Contribution set out to explore on lesserknown and new explored theme which is very important for understanding the century's old multi-religions civilization of India. Sufism advocates humane and global outlook and regards humanity as a brotherhood and came to India from its Arabic Turkic and Persian homes. Instead of remaining confined to places and mosques it spread out to all over India establishing regional centres and Dargahs often known by the surnames of the families which sustained it, like Khanqah-e-Niazia, in Bareilly (UP), Khanqah Gesu Daraz in Gulbarga, and Firdausi in Bihar. All of them preached lover for all religions, charity for the poor and ascetic living and belief in God and a way of life and in the language of the region. Most of the Sufi saints learned the vernacular language and practised what they preached. For example is Baba Farid Ganj-e-Shakkar, who had attracted people nearby his seat and consequently his sayings has been compiled in the Guru Granth Sahib, the religious book of Sikhs.

Sufi regional centre in India contributed much to peaceful coexistence between Hindus and Muslims and gave emphasis to Khidmat-E-Khalq (service to humanity) and spread a progressive social message for the rich to look after the poor, they were often patronized by the Sultans and Emperor, like Akbar who helped the regional Sufi Centres in Punjab, Sindh Kashmir and Rajasthan, showing the basic liberal tolerance of Islam. In this present volume the respective authors have discussed some of the regional Sufi Centres in India and their social contribution.

ABOUT THE AUTHOR

Nasir Raza Khan presently working as Assistant Professor at the Academy of International Studies, Jamia Millia Islamia, New Delhi, his area of research includes Religion, Society and Culture in Central Asia; Silk Road; and Contemporary Central Asia-India relation. He regularly gets published research papers on cultural history and architectural conservation in Books and Journals. His recent publication includes; Central Asia and the World Powers, (Delhi: Primus 2013).

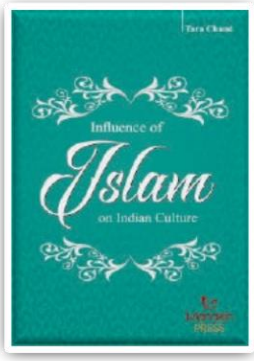
CONTENTS

Introduction, **1.** Sufi-Bhakti Saints and their Contributions in the Making of Region in Medieval Rajasthan —*Jibraeil*, **2.** Medieval Delhi, Hazrat Nizamuddin Auliya and Fawaidul Fowad —*Aleem Ashraf Khan,* **3.** The Concept of Sufism in Sant Darshan Singh's Urdu Poetry —*A.K. Chaturvedi*, **4.** A History and Migration of Naqshbandiya from Central Asia to Aurangabad Deccan —*Shaikh Musak Rajjak*, **5.** Reformation and Vernacularization of Sufism in Bengal: Understanding the Formation of 'Silsilae- Furfura Sharif' in West Bengal —*Abdul Matin*, **6.** Communal Harmony and the Mystical Thought —*Surayia Gull*, **7.** Politics and Piety in Troubled Times: Mirza Mazhar Jan I Janan's Attitude Towards Other Religions —*Abdullah M. Chishti*, **8.** Sufi-Scholarly Impact of 'Hadrami Sayyids' In Malabar —*Zainul AbidT.*, **9.** Amir Khusrau: A link between the court and the Khanqah —*Saifullah Saifi*, **10.** Sufi Saints and Dargahs of Medieval Jaunpur—*Syed Mohammad Amir*, Index

SOCIAL SCIENCE

Influence of Islam on Indian Culture

Tara Chand



ISBN: 9789-38622-1537
400 pg. | 2018 | PB | Rs. 795

ABOUT THE BOOK

This book on the development of Indian civilization is a subject of absorbing interest, and historians are now beginning to pay attention to it. This interest is not merely topical, arising out of the clashes of our present-day life in India. The subject has a wider import and deeper philosophical significance. We are studying to-day the problems of migrations of primitive and pre-historic cultures, and of the conflicts of races and of civilizations during the past and in the present day. The history of India which furnishes a striking illustration of the impact of many divergent cultures which were gradually transformed by a process of mutual adjustment, surely needs the attention of a student of sociology and history who endeavours to understand the interactions of human mind and the effects of cultural contacts as presented in the customs, religion, literature and art of a people.

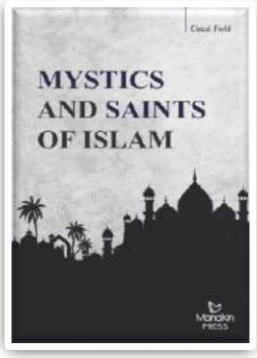
ABOUT THE AUTHOR

Tara Chand was an Indian archaeologist and historian specialising in the Ancient History and Culture of India. He taught at Allahabad University and served as Vice-Chancellor in the 1940s. Post-Independence, he also served as Indian Ambassador in Tehran, Iran. He was also conferred with Padma Vibhushan by Government of India and also served as Historian to British Government of India.

CONTENTS

Introduction, Pre-Musum Hindu Culture, The Advent of the Muslims in India, Mysticism in Islam, Hindu Reformers of the South: I, Hindu Reformers of the South: II, The Advent of the Muslims in the North, Ramananda and Kabir, Guru Nanak, Sixteenth Century Saints, Later Saints, Reformers of Bengal and Maharashtra, Indian Architecture, Indian Painting, *Bibliography, Appendix, Index*

SOCIAL SCIENCE



ISBN: 9789-38622-1346
228 pg. | 2018 | HB | Rs. 795

ISBN: 9789-38834-2100
228 pg. | 2018 | PB | Rs. 695

Mystics and Saints of Islam

Claud Field

ABOUT THE BOOK

Rived from Christian, Neo-platonic, and Buddhist sources, there is little doubt that the roots of mysticism are to be found in the Koran itself. The following verse is an instance : "God is the Light of the heavens and the earth. His light is like a niche in which it is a lamp, the lamp encased in glass the glass as it were a glistening star. From a blessed tree is it lighted, the olive neither of the East nor of the West, whose oil would well nigh shine out even though fire touched it not! It is light upon light!" (Koran Sura 24).

Muhammad, whose proclivity for religious meditation was so strong that the Arabs used to say "Muhammad is in love with his Maker," and whose sense of the "terror of the Lord" was so intense that it turned his hair prematurely white. Many of the reported sayings of the early companions of Muhammad showed that they shared this terror. "Verily, you shall see hell, you shall see it with the eye of certainty" says the Koran, and they thought it very probable. Thus Ali exclaimed "Alas for the shortness of the provision and the terrors of the way !" Abu'l Darda said "If ye knew what ye shall see after death, ye would not eat nor drink, and I wish that I were a tree that is lopped and then devoured."

Mystics & Saints of Islam gives an understanding of some of the important individuals within Islam and one can learn and understand as to how they shaped Islam.

CONTENTS

1. Patheistic Sufism, **2**. Hasan Basri, **3**. Rabia, The Woman Sufi, **4**. Ibrahim Ben Adham, **5**. Fudhayl Ben Ayaz, **6**. Bayazid Bastami, **7**. Zu'n Nun of Egypt, **8**. Mansur Hallaj, **9**. Habib Ajami, **10**. Avicenna (Ibn Sina), **11**. Al Ghazzali, **12**. Fariduddin Attar, **13**. Suhrawardy, **14**. Jalaluddin Rumi, **15**. Sharani, the Egyptian, **16**. Mullah Shah, **Appendix I**. Mohammedan Conversions, **Appendix II**. Exposition of Sufism, **Appendix III**. Christian Elements in Moham - Medan I. Tterature, **Appendix IV**. Christ in Mohammedan Tradition

SOCIAL SCIENCE

ISBN: 9789-38437-0381
276 pg. | 2017 | HB | Rs. 895

e-Governance

Initiatives in the Information Age

Dr. Satish Babu

ABOUT THE BOOK

Information technology is the governing force of 21st century and e-governance is its major pillar. In democracy public accountability, transparency, accessibility, responsiveness, rule of law etc., are certain parameters that define as to how true is democracy or the rule of law is in a society. It is here that e-governance is helping governments and societies in getting closer to end user by ending human intervention in their delivery. Governments are now turning into e-governments so as to become more effective. Government of India is taking path defining initiatives at Panchayat level which are using IT to ensure delivery of critical citizen services, ease of delivery & governance are defining force behind them.

ABOUT THE AUTHOR

Dr. Devarapalli Ravindra Satish Babu is an Assistant Professor and Coordinator of Department of Political Science & Public Administration at Yogi Vemana University, Kadapa, (A.P.) He completed his M.A., M.Phil., and Ph.D. in University of Hyderabad, Hyderabad. He authored several scholarly articles in National and International Journals. He is also a life member in various organizations like Indian Political Science Association (IPSA), Computer Society of India (CIS), Association of the Socio, Economic Development Studies (ASEDS), Indian Council for Cultural Studies (AIRC) and American Information Resource Centre (AIRC). His areas of interest are Governance in socio, Economic, Political and Cultural transformation and emancipation of down trodden.

CONTENTS

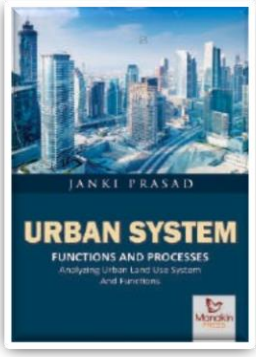
1. Reinventing Administration: Changes in Government Perspective, **2**. Global Information Technology and e-Governance Initiatives: A Review, **3**. IT and EGovernance Initiatives in India, **4**. Reforms in Governance and E-Governance Initiatives in Andhra Pradesh, **5**. A Case Study of E-Seva Centers in Andhra Pradesh and the Hyderabad Region, **6**. E-Government in USA, **7**. I.T. Strategy in Japan, **8**. Summary and Concluding Remarks, Bibliography, Appendix, *Index*

SOCIAL SCIENCE

Urban System

Functions and Processes Analyzing Urban Land Use System and Functions

Janki Prasad



ISBN: 9789-38622-1704
298 pg. | 2018 | HB | Rs. 1295
ISBN: 9789-38834-2117
298 pg. | 2018 | PB | Rs. 995

ABOUT THE BOOK

The book throws light on the urban geography of Jhansi city (India), as to understand urban functions and processes in spatio-temporal and developmental context. The histogenetic evolution, spatial dimensions of population, urban land use system and functions, facilities and services of the city have been studied in detail along with the urban problems, prospects and planning. The residential and commercial structure of the city is widely analysed. The book is useful for the students of Geography as well as for researchers and academicians who are interested in urban studies. This book aims at the making humble contribution to the evolving applied field of urban geography.

ABOUT THE AUTHOR

Dr. Janki Prasad is a faculty in Department of Geography at Indira Gandhi National Tribal University (IGNTU), Amarkantak. Having his master and Ph.D. degree from Banaras Hindu University, Varanasi. He has published a number of papers in National and International Journals and edited volumes. He has also attended a number of Seminars and Conferences in the field of Urban Geography.

CONTENTS

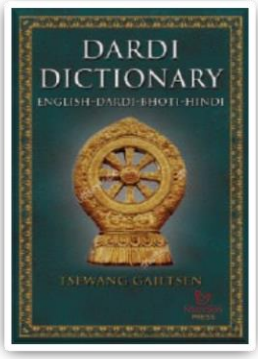
1. Conceptual Background, **2**. Geographical Personality of the Study Area, **3**. Evolution and Growth, 4. Population Characteristics, **5**. Urban Land Use System and Functions, **6**. Residential Area, **7**. Business Structure, **8**. Facilities and Services, **9**. Problems and Prospects, **10**. Urban Planning, **11**. Summary and Conclusions, **12**. Bibliography, *Index*

SOCIAL SCIENCE

Dardi Dictionary

English-Dardi-Bhoti-Hindi

Tsewang Gailtsen



ISBN: 9789-38667-7273
150 pg. | 2018 | HB | Rs. 795

ABOUT THE BOOK

This book is a translation of rare Dardi/Brokskat Oral language into four major languages that is into 'English-Dardi- Bhoti-Hindi' in the shape of a Dictionary. The Book is a documentation of a typical language which is spoken in remotest area of Ladakh. The words in the book consist of pastoral works, names of birds, body parts, animals, weather, jewellery, festivals, local area map and customs etc. The Dardi language is on the verge of extinction and is coming under the influenced of Balti and Ladakhi/ Bhoti other major languages. Dardi language is also influenced by Sanskrit language in the past. The word “Dard” is derived from Sanskrit which means people who live on hill sides.

Dard community spread in more than eight villages in Ladakh. Apart from Ladakh this community also spread in Drass (Kargil) Gurez (Kashmir) and Gilgit-Skardo areas in Pakistan. They use the Dardi (Shina) language.

Historians hold different views on the origin of these settlements and the migration. One of the view is that the inhabitants of Dard- Shina of Dha, Garkon came via Central Asia and settled down firstly in Gilgit then in Turtuk, Hanu, Dha, Garkon and Darchik villages in about 200 B.C. The Dard people claimed to be of Aryan race occupied the area of lower Ladakh. Some historians assert that when Alexandra's the Great army came to India in 327 B.C and returned to Greece left behind some troops in the Gilgit area and so Greece is the region where the Dard originated. Songs sung by contemporary Dard people however, indicate that their origin was in Rome in Italy.

Furthermore, this book is going to be of immense value to the tourist and the traveller who can find words of daily use and be able to interact better with the Dard community in this wonderful land and also for researchers it provides platform for research on languages. This Dardi language dictionary is a step towards the preservation of the culture of this area, which has become possible at present due to the spread of Information Technology and a book like this, thereby transcending the geographical borders.

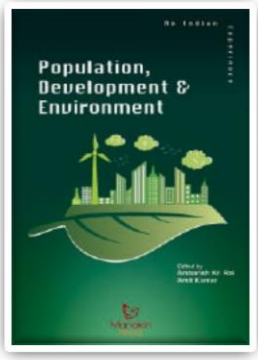
ABOUT THE AUTHOR

Tsewang Gailtsen is presently working as lecturer in Education Department of J&K Government and posted at Higher Secondary School Skurbuchan. He has done Post-graduation in Political Science from Jammu University. He has also cleared UGC-JRF NET. He hailes from Garkon village of District Kargil. He is associated with various projects engaged in the field of Political, Social and Economic research on the Dards of Ladakh.

SOCIAL SCIENCE

Population, Development & Environment

An Indian Experience



ISBN: 9789-38437-0145
418 pg. | 2016 | HB | Rs. 1895
ISBN: 9789-38834-2124
418 pg. | 2016 | PB | Rs. 1295

Ed. by: Ambarish Kr. Rai | Amit Kumar

ABOUT THE BOOK

This volume is an outcome of intense academic discussion and debate held on the topic Population, Development and its inter-linkages to environmental issues especially in context of India. This volume contains Thirty one papers divided into Eight sections and that exploring the relationship among the three mentioned dimensions, i.e. population, development and environment. First section presents a theoretical framework of the basic understanding of population, development and environment in Indian contexts; Second section deals with population and its environmental conditions that influences the human health; Third section revolves round the impact of population on agriculture and food security; Fourth section highlighted the pace of urbanization and its impact on agriculture as well as on environment; Fifth section is webbed around population and accessibility of water resource; Sixth section deals with changing land use/land cover pattern due to rapid growth of population; Seventh section especially focused on changing in forestation over spatial and temporal context. Eighth and last section discusses about the status of biodiversity. Overall, the book adopts a multi- disciplinary approach to explore the complex, continuous and eternal relationship between population, development and environment in the context of India, drawing concepts and methods from several academic disciplines like geography, demography, environment, economics, sociology, botany and social work. Thus, this book will be useful for academicians, researchers, NGOs, policy makers, planners and all those who are concerned for the common people, the people who are concerned with population, development and environment.

ABOUT THE EDITORS

Mr. Ambarish Kumar Rai is a population researcher who is employed as a Project Officer in the CNSM & CNSG project funded by UNICEF & the governments of Maharashtra, Gujarat. He holds a Master's degree in Geography along with MPS & M.Phil. degrees in the subject of Population Studies. Mr. Rai is credited with contributions in the International Journal of Social Science and has previously released a book on issues of population and health. He is also a member of the International Union for Scientific Study of Population (IUSSP) and the Indian Association for the Study of Population (IASP).

Mr. Amit Kumar has been involved in the field of Population Studies for many years and holds a Master's degree in Geography and M.Phil. in Population Studies. In his career, he has published several papers in a number of international and national journals on the subject of Social Science, Geography, and Public Health along with publishing a book on population issues. He has an experience of working with the most impressive international organization 'Population Council'. Mr. Kumar is a member of the Indian Association for the Study of Population (IASP) and has close ties with the International Union for Scientific Study of Population (IUSSP) and the Asian Population Association (APA).

CONTENTS

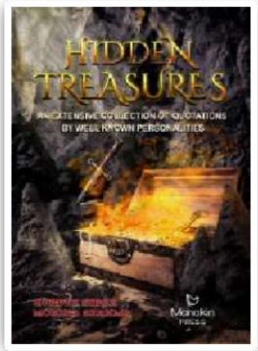
Section 1: Concept of Population, Development and Environment **1.** Population Growth and Environmental Saga of a Hill City: A Case Study of Shimla, Himachal Pradesh —*Seema Chaudhary and Dr. D.D. Sharma* **2.** Slums: A Concomitant Effect on Population, Development and Environment —*Dr. Sujata Mishra and Rashmi Rekha Barik* **3.** Assessment of Household's Amenities and Environments: An Analysis of Geographical Variations in Maharashtra —*Jamadar M.M., Sunil T. Sarode and Donald R.M.* **4.** Impact of Climatic Changes on the Sustainable Development of Indian Economy —*Ruqayya Alvi* **Section 2:** Population, Environment and Health **5**. Climate Change: An Impact on Maternal Health —*Absar Ahmad* **6.** Impact of Households' Environmental Factors on Acute Respiratory Infections among Children under Age 5 in India —*Vipul Vaibhav Pandey, Dr. Rajesh Shukla, Dr. S. K. Singh and Arpita Das* **7.** A Comparative Study of the Effect of Household and Environmental Factor on Child Mortality in Southern and Northern States of India —*Kamalesh Kumar Patel* **8**. Quality of Water and Sanitation and its Association with Child Health in India —*Pallavi Gupta* **Section 3:** Population and Agricultural Development **9**. Trends in Population Growth and Sustainability of Food-Grain Production in Himachal Pradesh —*Prince Mohan and Khyal Chand* **10**. Linkage between Agricultural Productivity and Socioeconomic Development of Bankura District, West Bengal —*Subhasis Nandi, Sanjit Sarkar* **11**. Self-Sufficiency in Agriculture and Growing Hunger —*Poorti Chaturvedi* **12.** Food Production, Population Growth and Food Security in India: Performance and Challenges —*Rajan Kumar Gupt, Prahlad Kumar, T. Masthanaiah* **13.** Impact of Population Growth on Food Security in India —*Prasanna Joshi, Uma Swadimath and Raghavendra Hajgolkar* **14.** Performance of Agricultural Productivity in Maharashtra: An Analysis of Kendall's Method —*Pratibha Tomar Section 4: Impact of Urbanization* **15**. Impact of Urbanization on Agricultural Land and Food Production: A Case Study in NCR Region, Haryana, India —*Sandeep Kumar and Manju Sharma* **16**. Impact of Urbanization on Environs of Amritsar City, Punjab —*S.S. Khaitan* **17.** Access to Sanitation Facilities in Slums of India —*Dr. Harvinder Singh and Satinder Kaur Section 5: Population and Water Resource* **18.** Declining Ground Water Resources in Punjab —*Dr. Jaspal Singh* **19.** Water Supply Situation in Kolkata Metropolitan Area —*Debjani Mitra* **20**. Progress towards Accessibility and Availability of Drinking Water Facility in India: A Study in Context of Rural-Urban Differential —*Ashwani Kumar and Dr. K.C. Das* **21.** Environmental Changes in Guwahati and Its Impact on the Water Bodies —*Prachuryya Kaushik, Anurag Hazarika and Dr. Dhwajendra Nath Das Section* 6: Changing Pattern of Land Use/Land Cover **22.** Land, Land Use and Land-Use Change: A Conceptual Understanding and its Inter-Linkages —*Sunil Kumar Singh and Amit Kumar* **23.** Mapping and Change Detection of Wastelands Using Remote Sensing GIS Techniques: A Study of Jhansi District, Uttar Pradesh —*Divya Kumari, Dr. Abhishek Kumar and Dr. Manisha Mishra* **24**. Assessment of the Impact of Changing Pattern of Land Use/Land Cover on the Water Bodies of Delhi —*Seema Rani* **25.** A Geographical Review of Land Use Pattern in Mirzapur District —*Sunil K. Singh, Saumya Mishra and Ambarish K. Rai* **Section 7:** Population and Deforestation **26.** Deforestation: A Case study on Gujarat, India —*Jinny Sharma and Poonam Sharma* **27**. Spatio-Temporal Analysis of Forest Covers in Konkan —*Dr. Prakash Dongre* Section 8: State of Biodiversity **28.** Community Composition of Biodiversity and Conservation Research Candidate: Scarab (Scarabaeidae: Coleoptera) —*Dr. Nidhi Kakkar, Dr. Sanjeev K. Gupta and Dr. Paramjeet Kaur* **29.** Diversity and Conservation Status of Wetland Birds in Trans-Gangetic Region of Haryana, India —*Dr. Parmesh Kumar, Dr. Sanjeev K. Gupta and Dr. Deepak Rai*, **30.** Phenology Morphometric and Cytogenetic Diversity of Aphodius in Kurukshetra, Haryana India (Scarabaeidae) —*Dr. Paramjeet Kaur and Dr. Nidhi Kakkar* **31.** Avifaunal Diversity of District Kurukshetra, Haryana, India —*Dr. Parmesh Kumar, Dr. Sanjeev K. Gupta, Dr. Deepak Rai and Archana Sharma*

SOCIAL SCIENCE

Hidden Treasures

An Extensive Collection of Quotations by Well Known Personalities

Gurdev Singh | Monika Sharma



ISBN: 9789-38667-7945
300 pg. | 2020 | PB | Rs. 695

ABOUT THE BOOK

Modern dictionary of quotations is an exhaustive compilation of illuminating and soul-searching quotations rendered by the reflective philosophers, writers, scientists, political thinkers etc. Many of these quotations have cast a deep influence on the minds of millions of peoples. Motivational Quotes have an amazing ability to motivate others and change the way we feel about our self. That is why we find these Quotations so interesting and crucial on our path to success. When we change the quality of our thinking, we change the quality of our life. We all need some inspiration from time to time and that is why we have compiled this book that will help contributes to our success. They are the words of advice or inspiration; this book can be a valuable source of inspiration for all.

It is anticipated that not only will the book be useful to a large group of people such as authors, journalists, students, etc, but also find a place on the open shelves in reference libraries. The effort has been made to incorporate as many quotations as possible and covers quotations generally from famous personalities in various areas. Moreover, the editors have taken a special care to select only those quotations which are regarded as the best and have stood the test of time.

The quotations are presented in an alphabetical order so as to enable the readers to use quotations quickly.

ABOUT THE AUTHORS

Dr. Gurdev Singh is a Post Graduate in Economics and Doctorate in Library and Information Science from University of Delhi. He is in Library profession for the last 29 years. At present he is working as Chief Librarian (Associate Prof. Grade) at Sri Guru Gobind Singh College of Commerce, University of Delhi. He has published several research papers on different aspects of Library and Information Science in national and International journals of repute. He attended number of national and International seminars/workshops. Several students have completed MPhil, PhDs, PGDLAN and other courses related to Library and Information Science under his guidance. He has seven books to his credit. He has attended several Orientation and Refresher courses in the field of Library and Information Science, organized by various universities from time to time.

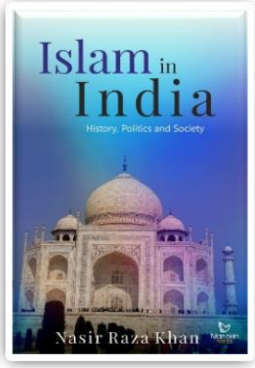
Dr. Monika Sharma is a Post graduate in Hindi from University of Delhi. She completed her master degree in library and information science (MLIS) in first division and a doctorate in Library and Information Science from NIMS University, Rajasthan. She is in the library profession from the last 9 years. At present she is a working at Sri Guru Gobind Singh College of Commerce (University of Delhi), Pitampura, Delhi. She has published some research papers on different aspects of library and information science in national and international reputed journals. She has published one book by Lambert publication, Germany. She has also co- edited a book published by Ess Ess Publication, New Delhi.

CONTENTS

1.Quotes About Apology **2.**Quotes About Attitude **3.**Quotes About Beauty **4.**Quotes About Change **5.**Chinese Proverb **6.**Quotes About Culture **7.**Quotes About Destiny **8.**Quotes About Dreams **9.**Quotes About Education **10.**Quotes About Friendship **11.**Quotes About Genius **12.**Quotes About Good Manners **13.**Quotes About Humanity **14.**Quotes About Insperational **15.**Quotes About Jealousy **16.**Quotes About Kindness **17.**Quotes About Life **18.**Quotes About Mother **19.**Quotes About Motivational **20.**Quotes About Nature **21.**Quotes About Optimism **22.**Quotes About Peace **23.**Quotes About Quarrels **24.** Quotes About Racism **25.**Quotes About Relationship **26.**Quotes About Success **27.**Quotes About Teachers **28.**Quotes About Ugliness **29.**Quotes About Values **30.**Quotes About Woman **31.**Q u o t e s A b o u t Y W o r d s **32.**Quotes About Zeus

NEW

SOCIAL SCIENCE



ISBN: 9789-38667-7655
175 pg. | 2022 | HB | Rs. 795

Islam in India

History Politics and Society

Dr. Nasir Raza Khan

ABOUT THE BOOK

Islam in India: History, Politics and Society is based on the historical and contemporary relevance of Islam a religion in India. This edited volume is an attempt to put together various vantage points to understand Indian Islam in a holistic manner and to provide a realistic assessment of the current dynamics.

The present edited volume is valuable in India, where the Islam is second largest religion of the region. The volume comprises of essays by a number of contributors who have dealt with a varied literature: making access to this literature available in India. The book will certainly stimulate further reading, awareness of the subject, and further research.

The concept of Islam was deep rooted in the region. There was difference in equating Islam with Muslims since engaging Muslims in the region like Afghanistan and Uzbekistan has propounded inclusive Islam in India, Sufism has merged Islam and tenets of Islam in the local culture of the region. Nowadays Islam has been considered Radical and work of extremist people. Muslim mind has been facing a discontent youth in the society. The population has closed down any interaction and you can see this from some of the prominent events happening in the country. Islam had been the religion of peace and this can be furthered by dialogue with the states and communities. The Sufis had done a great work on the society and bringing tradition and culture of the region together. Sufism spoke of interconnecting the region.

Different chapters of this book will detail about Islam in India from its advent in the sub-continent in the 7th century. Besides being the major religious doctrine, Islam has been a the chief political ideology for many dynasties in India such as Delhi Sultanate (1206-1451); the Illbaris Turk (also known as Mamluk 1206–90); Khiljis (1290–1320); Tughlaqs (1320–1414); Sayyids (1414–51), Afghans and Mughal Empire. Islam played pivotal role in shaping the polity and society during the period of each dynasty. From Delhi Sultanate to Mughal Empire, the trajectory represents not just a change in nature of regimes but it reflected a formidable transformation of the society in terms of cultural and religious orientation. Historically, this shift has been echoed in socio-religious setting, economy, rituals, art forms, life-cycle events etc. Over a period of fourteen centuries, Muslim community had put many efforts to make a specific model based on certain principles and practices in accordance with their beliefs and living experiences. In such attempts, ample spaces had been given for cultural diversities and national self-determination. Plurality of the society they live in and belief in the diversity of the region was well-preserved. Looked at from this angle, Islam in India, ought to be seen not only as the chief political ideology of the dynasties, but also as a significant component that shaped cultural fabric of this country.

Many processes, movements and ideologies have emerged over the years challenging and contesting with each other for domination. Some of them could be identified as pan-Islamism, Westernisation and localization, torn among these social forces, Muslims in India have succeeded in negotiating their identity in a predominantly secular set up in post-Independent India. Islam continues to play an integral role in defining the culture, political behaviour and economic interaction of the Muslims in India.

ABOUT THE AUTHORS

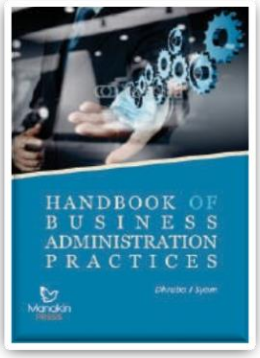
Nasir Raza Khan presently working as Associate Professor at the Academy of International Studies, Jamia Millia Islamia, New Delhi, his area of research includes Religion, Society and Culture in Central Asia; Silk Road; and Contemporary Central Asia- India relation. He regularly gets published research papers on cultural history andarchitectural conservation in Books and Journals. His recent publication includes; Central Asia and the World Powers, (Delhi: Primus 2013).

CONTENTS

ISLAM IN INDIA: HISTORICAL BACKGROUND, 1 Mughal Identity: Central Asian or Indian, **2**. Cultural, Literary and Artistic world of Indo-Central Asia, **3**. Looking Through European Eyes: Mughal State and Religious Freedom as Gleaned From the European Travellers' Accounts of the Seventeenth Century, **4.** Maktubat-e Syed Ahmad Khan and His Agenda of Social and Educational Reform, **5.** Pan-Islamism and Khilafat Movement: Understanding Muslim Minds in Colonial Perspectives, **6.** Contesting The Authority of The Mughal Emperor: Abdul Qadir Badauni's Attitude Towards Kingship, **ISLAM AS A POLITICAL IDEOLOGY: FROM DYNASTIES TO RISE OF INTELLECTUAL MOVEMENTS 7.** Drawing parallel with 19th Century Muslim Movements in India with Reform Movements across Muslim Weltanshuung; An Analysis of Syed Ahmad's work, **8.** Sir Syed's Aligarh Movement and Muslim Women Discourses, **9.** Piety, Impiety and Islam: Muslim Religious Practice in Eighteenth Century Shahjahanabad, **10.** Shi'i in India: A Minority within the Minority, **11.** Masjid-e-Jahan Numa at Shahjahanabad and Colonial State: Piety, Politics and Contestation, **SUFISM AND BHAKTI MOVEMENT: IMPACT ON LOCAL CULTURE, 12**. Pluralism in Medieval Islamic Heritage: A Study of Sufi Ethos of Kashmir, **13**. Sufi and Bhakti tradition: Corresponding and Divergent Trends, **14.** Sufi Contributions to the Intellectual Culture of Islam in India: Awarif-al-Ma'arif and Early Sufi Writings, **15.** The Khwaja's Creed: Gharib Nawaz and Propagation of Sufi Thought

MANAGEMENT

Handbook of Business Administration Practices



Dhruba J Syam

ABOUT THE BOOK

This book is primarily meant to serve as a management training and development guide for young professionally qualified graduates/post graduates (engineers, MBAs, CAs, and such others) who aspire to make a successful career in the fields of Corporate Business Administration. Laid out in twenty five chapters, with fourteen annexure and over fifteen illustrative diagrams/graphs etc., the topics dealt with therein intimately relate to various functions and activities that are carried out in medium and large industrial and commercial organizations. The emphasis is on practice-oriented knowledge inputs that will help the young upcoming managers acquire profession competence and functional confidence at an accelerated pace so as to be able to make productive contribution right from the beginning day and weeks of employment, thus meeting the expectation of the higher-ups management, without much of a close mentoring from their side. The book is based on author's over 40 years of professional working experience with large industrial houses, as well as long association with reputed professional institutions. This is author's sixth book in the series in the field of industrial and business administration.

ISBN: 9789-38437-0244
462 pg. | 2017 | HB | Rs. 1495

ABOUT THE AUTHOR

Dhruba J Syam obtained his Bachelor's Degree in Electrical-Electronics Engineering from the University of Engineering and Technology, Dhaka in the year 1962. He has to his
credit over 39 years of working experience in different capacities in Industrial and Business Houses including around 32 years in BHEL where from he retired as an Additional General Manager in 1999.

During his tenure with BHEL, he handled various important assignments in the areas of Project Management, Project Feasibility Studies and Capital Budgeting, Corporate Strategic Planning, Collaboration Co-ordination for Technology Transfer and absorption, Organizational Systems and Methods, Procurement and Purchasing activities, Commercial Management, Administration of Educational Institutions (as the CoChairman of the Education Management Board) and other such assignments.

He then worked as General Manager-Project Marketing with a Private Joint Venture Company in New Delhi for about two years (2000-2002).
His concurrent interest in Education and Training prompted him to become a Referee (Guide) for AMIE-B-Course students of Electrical Engineering of the Institution of Engineers-India since 1972 and continued till end of 1999.

He also served as a Vice President of the Hardwar Management Association (affiliated to AIMA) for 4 years (during 1993 to 1997). He also served as a member of the Executive Committee of the Roorkee Centre of the Institution Engineers-India for 4 years (1996-2000).

Shri D.J. Syam also served as an Adjunct Professor and Consultant Guide in EMPI-Business School, Chattarpur, New Delhi, for sometime in

004-2005. The author is a Consultant on Industrial Projects as well as for ISO-9001-QMS Certification being an FICCIAccredited Lead Auditor

for ISO-9001-QMS.

Shri D.J. Syam has authored a number of books on Management Education titled **'Capital Investment Projects: Concept to Commissioning', 'Handbook of Corporate Operations Management', 'Enterprise Resource Management', and 'Materials and Supply Chain Management'**; these books have since been well received by professionals engaged in business administration, as well as by those in the management education and training.

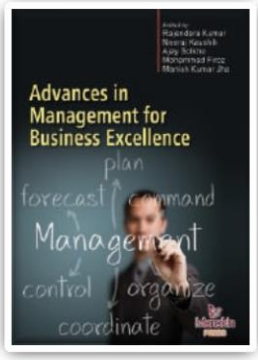
CONTENTS

1. Business Administration: Origin and Evolution, **2.** Principles of Business Administration, **3.** Business and Industrial Organizations, **4.** Corporate Planning: Strategies for Healthy P urposeful Sustenance and Growth, **5.** Managing Resources for Business Enterprises, **6.** Engineering/Design, R&D and Product Development Management, **7.** Project Management: An Introduction, **8.** C apital Investment Projects, **9.** Facility Planning for Industrial Enterprises, **10.** Managing Human Resources and General A dministrative Affairs in Business Enterprises, **11.** Industrial Administration for Production and Manufacturing Processes and Support S ervices (QM, PMS, IE/PS, IS), **12.** Materials Management, **13.** I nventory Management and Control, **14.** Supply Chain Management, **15**. Commercial Management, **16.** F inancial Management: Finance and Accounting Functions, **17.** B udgeting and Budgetary Control in B usiness and Industrial Enterprises, **18.** Total Quality Management (TQM) Approach Helps an Organization Attain Business Excellence, **19.** Asset Management in Industrial Enterprises, **20.** System–Support to Business Administration, **21**. Energy : Sourcing and Utilization Management, **22.** Miscellaneous Topics Relevant to Business Administration, **23.** Business Economics, **24.** Use of Quantitative Methods in Business Decisions, **25.** Entrepreneurs' Guide to Business Management - Concepts and Practices, *Annexure, Index*

MANAGEMENT

Advances in Management for Business Excellence

Rajendera Kumar | Neeraj Kaushik | Ajay Solkhe | Mohammad Firoz | Manish Kumar Jha



ISBN: 9789-38437-0329
504 pg. | 2017 | HB | Rs. 1695

OVERVIEW

Business today is being impacted by multiple forces-economic shocks, atomization of markets and technology, a sense of acceleration and deconstruction of business. Moreover, from the monolithic markets of the pre-nineties, the scenario has now shifted to that of micro- segmentation, multiple competitors and short product cycles. Clearly, business is under an unprecedented pressure to perform. The key to performance lies in anticipating the future and working towards it. "It is not the strongest who survive, nor the most intelligent—but those most responsive to change" (Charles Darwin). If this is true, are the Indian companies doing enough to respond to the changing times? The present book is an amalgamation of thoughts, experiences and research studies conducted by various management scholars, professionals and practitioners who help us to find out the success mantras of achieving excellence on various business fronts. The book is organised into four major areas i.e., General Management, Marketing, Finance and Human Resource, consisted of sixty research papers and articles presented in a very simple, lucid and logical format. The editors hope that this book will be of great interest to concerned academicians, researchers, professional managers and policy makers.

ABOUT THE BOOK

The present book is an amalgamation of thoughts, experiences and research studies conducted by various management scholars, professionals and practitioners who help us to find out the success mantras of achieving excellence on various business fronts. The book covers four major areas i.e. General Management, Marketing, Finance and Human Resource, consisted of quality research papers and articles presented in a very simple, lucid and logical format. It is believed that this book will be of great interest to concerned academicians, researchers, professional managers and policy makers.

ABOUT THE EDITORS

Dr. Rajendera Kumar is Professor and Head Department of Business Administration, National Institute of Technology (NIT), Kurukshetra. Haryana (India). He has also served as Professor and Head, Department of Humanities and Social Sciences in the same institute for a period of 9 years. He completed his Ph.D in 1984 from IIT, Roorkee. He has published 40 research papers in National and International journals. He received the best paper award from the Institution of Engineers for the paper "Automation: its Socio-Economic impact – A case study of India in 1990. He was also conferred Research Fellow by American Biographical Institute, USA (1990). He has also presented and published 70 research papers in National and International conferences. He has completed 2 research projects on Intellectual Property Rights (IPR) sponsored by MHRD. He has supervised number of research scholars. Eight research scholars have completed their Ph.D under his supervision and presently four research scholars are pursuing their Ph.D. He has organized a number of conferences and seminars in the institute. He has visited various countries like USA, Sweden, Greece, Spain and Thailand. Recently, he delivered keynote speech in the inaugural session on the topic "Environment and Sustainable Development in South Asia" in an International conference organized by International Centre of Economics, Humanities and Management (ICEHM) from October 1-2, 2014 at Phuket (Thailand).

Dr. Neeraj Kaushik is currently working as Associate Professor and Acting as Coordinator-Marketing Discipline at Department of Business Administration, National Institute of Technology, Kurukshetra. He has done his Bachelor Degree in Textile Technology, Masters in Management Sciences, Computers Applications, Mass Communications well as in Master of Intellectual Property Law. His doctoral work is on Customer Satisfaction in Indian Aviation Sector. He has conducted around 100+ workshops on Research Methodology with SPSS Applications. He has to his credit 53 articles published in Indian & International Journals and Conferences and as of now he is on the Review's board for the 6 journals. Currently, he is visiting faculty to Indian Institute of Management, Rohtak and Guest Faculty in Indian Institute of Management, Lucknow (Noida Campus).

Dr. Ajay Solkhe is currently working as Assistant Professor, Acting as Coordinator-HR Discipline at Department of Business Administration, National Institute ofTechnology, Kurukshetra. He is MBA (HR), Ph.D (HRD). He is having 9 years of experience in academic frontiers. He specializes in HR area, and his research interest includes HRD and Organisational Performance, SHRM/SHRD, Human Capital Management, Talent Management and HRD issues in Indian Banking Industry. His research credentials include 16 papers published in Journals of National and International repute, 5 papers in various Edited Books, done 2 Book Reviews, 15 Newspaper Publications. He has attended and presented papers in 25 National Conferences/Seminars and 5 International Conferences/Seminars. He is also holding the Life Membership of National Human Resource Development Network, The Society of Management Education.

Dr. Mohammad Firoz is currently working as Assistant Professor of Finance and Acting as Coordinator-Finance Discipline at Department of Business Administration, National Institute of Technology, Kurukshetra. Before joining the NIT Kurukshetra, he has worked in the Industry and premier Institutions such as IIT Patna and Cambridge University Press in the various capacities for seven years. He is Fellow member of the Institute of Chartered Accountants of India and is also a member of American Finance Association, USA. He is qualified Chartered Accountant and Ph.D.

Dr. Manish Kumar Jha is Assistant Professor in the Department of Business Administration, National Institute of Technology, Kurukshetra. Prior to joining NIT he was Assistant Professor in SBSBS in Thapar University. He did his Master Degree in Commerce from BHU, Varanasi and doctorate in Management from ISM, Dhanbad. His current area of interest is Micro-Finance, MSME, Informal Sector and Rural Development.

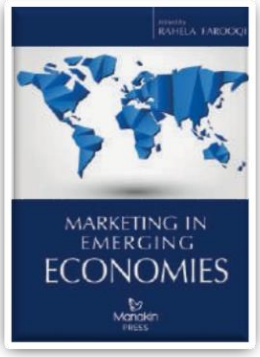
CONTENTS

1. Evidence on Volatility and Weak Form Efficiency of Indian Stock Markets **2.** Corporate Governance Disclosure Practices in Indian Banks **3.** Technical Efficiency of Private Sector Banks in India: A DEA Measurement **4.** Determinants of Foreign Institutional Investment: An Econometric Analysis **5.** Forecasting Volatility in Commodity Market: Application of Select GARCH Models **6.** Managing Market Value of a Firm by Managing Portfolio of Intangibles **7.** Performance Evaluation of Mutual Funds: A Study of Selected Balanced Equity Mutual Funds in India **8.** Perspectives on Gender Diversity in the Board Room **9.** Impact of E-Banking on Performance of Banks: Bankers' Perspective **10.** Micro, Small and Medium Enterprises in India: A Finance Gap Analysis **11.** Seasonality Effects in Stock Market Returns: Evidence from Indian Stock Market **12.** Community Development at Bottom of the Pyramid: Exploring the Role of Corporate Social Responsibility in India **13.** Corporate Social Responsibility in India: A Case Study of Reliance Industries Limited **14.** Impact of Financial Performance on Corporate Social Responsibility A Study of Indian Corporate Sector **15.** Awareness of Hedging Instruments amongst Exporters of Handicraft and Handloom Industry of Madhya Pradesh & Chhattisgarh

MANAGEMENT

Marketing In Emerging Economies

Rahela Farooqi



ISBN: 9789-38437-0466
406 pg. | 2017 | HB | Rs.1595

ABOUT THE BOOK

This volume is an outcome of intense academic discussion and debate held on the topic of marketing in emerging economies. Thirty- three papers from international and national experts discussing the current conditions in emerging economies on various topics like branding, consumer behaviour, green marketing, international marketing, trends in digital-marketing, e-advertising, etc. form the crux of this volume. The international papers discuss the branding of companies in Mexico, the branding strategies in Pakistan, the consumer behaviour in Bangladesh. The national papers explore the emerging trends in e-marketing, the consumer behaviour, emergence of green marketing, the ethical issues faced in marketing, strategies in rural marketing, the emergence of luxury market in India, the innovations in marketing, etc. Overall, the book adopts a multi-disciplinary approach to explore the themes in helping the growth of marketing strategies, impacts and needs in emerging economies. This book will be very useful for academicians, researchers, policy makers, planners, students of marketing and allied subjects and all those who are concerned with the pertinent and engaging topic of emerging economies which are the engines of global progress and development and are impacting lives of million and millions of people as they develop and become better place to live and work.

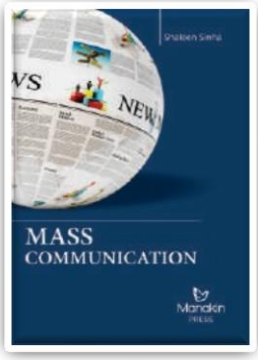
ABOUT THE AUTHOR

Dr. Rahela Farooqi is an Associate Professor with Centre for Management Studies, Jamia Millia Islamia (Central University), New Delhi. She has experience of around 18 years out of which 14 years are in Jamia Millia Islamia. She is a Phd in Management and an MBA from Faculty of Management Studies & Research, Aligarh Muslim University, Aligarh. She is a recipient of Junior Research Fellowship from UGC. She has published various papers in refereed International and National Journals, and presented papers in International & National Conferences in India and abroad. She has guided research to 12 doctoral students out of which eight have been awarded Ph d. She has also completed a Major Research project sponsored by UGC. She has edited two books on management and has also organized many conferences and workshops. Her areas of interest include Services Marketing, Retail Management & E-marketing, etc.

CONTENTS

1. Product Diversification as a Strategy for Branding and Business Growth (Study of an Efficient Company) —José G. Vargas-Hernández and Georgina Fernández Álvarez. **2.** Medora of London: Lost in the Wilderness of the Cosmetic Industry —*Riaz Khan* **3.** Factors Affecting Level of Motivation to Consume Organic Food in Bangladesh —*Md. Tamzidul Islam* **4.** Impact of Internal Marketing on Employee Job Satisfaction and Consumer Satisfaction: A Study of Healthcare Organizations in Jammu and Kashmir —*Sana Shabir and Jabir Ali* **5.** Consumers Purchase Behaviour towards Green Products —*Ursil Majid Makhdoomi and Ulfat Nazir* **6.** A Conjoint Analysis of the Factors Influencing Student's Choice for a Management Institute: Marketing of Higher Education Courses in India —*Sakhhi Chhabra and Tahir Ahmad Wani* **7.** Customer Engagement: A Passage through Social Media Marketing —*Uzma Hasan and Reshma Nasreen* **8.** The Role of ICT in Entrepreneurship and Marketing of Sustainable Tourism (Case Study of Mussoorie, India) —*Arian Dokht Farnad Pour and Salma Ahmad* **9.** An Investigative Study of Commuter's Behaviour as Consumer of Indian Railway —*Anand Kumar Gupta* **10.** Innovative Breakthroughs in Marketing Technology —*Owais Ahmed* **11.** Attitude of Consumers towards Online Shopping —*Mubashir Majid Baba and Mushtaq Ahmad Siddiqi* **12.** Exploring Entrepreneurship: A Theoretical Approach —*Kavita Chauhan and Aashu Aggarwal* **13.** Internal Customers' Satisfaction in Indian Organized Retail Industry: An Empirical Study —*Sandhya Aggarwal* **14.** Electronic Marketing and State Regulation in Emerging Economies: A Case of India —*S. Veeramani* **15.** Dimensions of Relationship Quality (RQ) and its Impact on Organizational Performance: A Literature Review and Conceptual Framework —*Waseem John and M. Khalid Azam* **16.** Performance of Brands in Luxury Market: A Study of Financial Crisis —*Neha Bothra* **17.** Mobile Banking in India: Trends and Issues —*Sadaf Firdous* **18.** After E-Advertising; What Next? —*Harshmit Kaur and Vinod Kumar Yadav* **19.** Service Quality, Customer Satisfaction and Behavioural Intentions: An Empirical Study of Retail Banking —*Rouf A. Mir, Zahid H. Bhat and Prof. Riyaz A. Rainayee* **20.** Impact of E-Commerce on the Indian Music Industry Value Chain —*Shelly De (Pandit)* **21.** Green Marketing: A Comparative Study of Prices of Organic and Conventional Food Products in India —*Priyanka Awasthi* **22.** Facebook v/s Twitter: An Empirical Investigation to Locate more Effective Marketing Implement —*Punita Duhan and Anurag Singh* **23.** Assessing the Impact of Major Sports Event Sponsorship on Stock Market: Case Study of Reliance Group Sponsorship for ICC Cricket World Cup in 2011 and 2015 —*Ishrat Naaz* **24.** Multi-Channel Distribution in the online Apparel retail Industry in the Indian Market —*Farrukh Hozaif* **25.** Rethinking Corporate Social Responsibility Role in Controlling the Prices of Essential Commodities in Emerging Economies —*Mohammad Aslam Khan* **26.** An Examination of the Factors Affecting Employees' Service Performance: A Study of Sales Executives —*Zahid H Bhat, Arshad Nabi Wanik, Rameez Raja and Rouf A Mir* **27.** Plagiarism: A Scare-Crow in Higher Education —*Devendra Kumar Dhusia* **28.** Innovative Marketing Strategies of Rural Women Entrepreneurs: A Case of Ambika Mahila Industrial Cooperative Society —*Anjali Kulkarni* **29.** Selling Remanufactured Products through Proper Channel in Emerging Economies —*Saurabh Agrawal, Rajesh K. Singh and Qasim Murtaza* **30.** Role of Branding in Small enterprises: A Study of District Rajouri (J&K) —*Dil Pazir and Javed Iqbal* **31.** False and Misleading Advertising: Consumers Awareness and Regulations in India —Gurmeet Singh Saini and Khushvinder Singh **32.** Spiritual Tourisim in India – An Empirical Research with Conjoint Analysis —*Rachna Agrawal* **33.** The Fashion Marketing and the Marketing Environment —*Samiyah Jamal and Adeel Maqbool*

MANAGEMENT



ISBN: 9789-38437-0503
510 pg. | 2017 | HB | Rs. 995

ISBN: 9788-19387-7234
510 pg. | 2017 | PB | Rs. 895

Mass Communication

Shaleen Sinha

ABOUT THE BOOK

This is a textbook, guide, and handbook for all mass communication courses. It is designed explicitly keeping the modern curriculum and trends in mind. It takes cognisance of all recent syllabus changes made by UGC and individual Universities. Thus, the purpose of this book is to give students and teachers a resource based on the Indian context and examples & descriptions suited for the Indian mind- set. The text in this book revolves heavily around orienting the reader's perspective towards that of a media analyst as opposed to a media consumer. Resultantly, this book aims to make it easier for teachers to teach the subject, for students to study it, and for the layman to become media literate

ABOUT THE AUTHOR

Shaleen Sinha is a content consultant for multiple international organisations. In this capacity, he advises various firms from the US, the UK, Australia, South Africa, the UAE, and a number of other nations on how to plan, structure, and utilise the right type of content while communicating with different business stakeholders such as customers, shareholders, and most importantly media agencies. While his primary professional focus has always been on helping organisations use the right type of content in various scenarios, he also guides their use of content while meeting technical requirements which have arisen owing to media convergence.

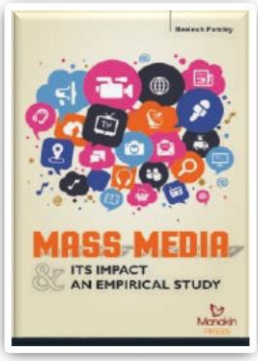
Mr. Sinha began working in the media industry while still pursuing his graduate degree in mass communication, advertising, and journalism from the IK Gujral Punjab Technical University. In the initial phases of his career, he worked with multiple news publications focusing mainly in the New Media arena. After approximately a decade of service to various publications, Mr. Sinha chose to move towards entrepreneurship and established his own firm The Wordsmanship. He has since branched into content consultancy and established multiple websites.

CONTENTS

1. Overview, **2.** What is Mass Communication?, **3.** Models and Theories of Mass Communication, **4.** Mass Media: A Social, Political and Economic Component, **5.** Instruments of Mass Communication, **6.** Print Media, **7.** Electronic Media, **8.** New Media, **9.** Advertising and Public Relations, *Index*

Mass Communication | Media Studies | Journalism

MANAGEMENT



ISBN: 9789-38667-7693
182 pg. | 2018 | HB | Rs. 1295

Mass Media

& Its Impact an Empirical Study

Neelesh Pandey

ABOUT THE BOOK

The purpose of the book is to systematically understand health-related messages in different mass media tools. Mass media is a very powerful tool for social change. It informs & influences people in every aspect of life. In this background, the main challenge before developing countries is that of creating their own non-consumerist version of the communication tools that are reliable and trustworthy.

Mass media can be split into two parts, Electronic Media and Print Media. All Electronic media are playing a key role to modulate the mindset of the people. While, Print media is much smaller than the Radio and the Television. It is predominantly owned by private entrepreneur but nonetheless has its own importance and its legitimacy.

Twenty-first century is the century of media and 4G revolution has brought television and newspaper in the pocket of common men and it is here lies the fact that media needs to be more careful with what they want to portray so that persuasion is not lacking the correct direction.

ABOUT THE AUTHOR

Dr. Neelesh Pandey has completed his B-Tech Degree in Computer Engineering and M.A. in Mass Communication and Journalism. He has completed his Ph.D. in Journalism and Mass Communication from Central University of Orissa. He has published more than a dozen Research papers in reputed and peer reviewed National and International Journals. He has participated in more than dozen National and International Seminars organised on different contemporary issues. He has published more than 2 papers as a chapter in Books published by reputed Publishers. He has been awarded ICSSR Doctoral (2015-16) and Post-Doctoral (2017-18) Fellowship award. His area of interest is Social Media and Health Communication. He is currently working as Editor (Social Media) in News Services Division, All India Radio, New Delhi.

CONTENTS

1. Introduction, **2**. Review of Literature, **3**. Health Related Problems in India with Respect to Varanasi District, **4**. Accessibility and Acceptability of Television and Its Effectiveness on Healthcare, **5**. Health Care Programs on Television : Its Role and Impact to Motivate Viewers, **6**. Data Analysis, **7**. Conclusion and Recommendations

Reinventing IT

Paradigm Shift in Knowledge Intensive Society

Sanjeev Bansal | Anita Venaik | Smrita Sinha

ISBN: 9789-38622-1193
172 pg. | 2017 | HB | Rs. 895

ABOUT THE BOOK

The book is a comprehensive introduction to corporate life and its various business processes knitted with variety of problems and high end solutions provided with variety of corporate cases. It focuses on four key areas of Strategic Planning-Technology, Management, Marketing and Operations. It is focusing on what students need to know about developing, managing and maintaining a successful business. The cases written are live example of varied operations in the industry, and are written in a clear style, making use of variety of pedagogical techniques that facilitate both academic knowledge and a student's ability to apply their own thought process to remain successful in the industry.

The cases presented in the book illustrate how theory is successfully translated into real-life business scenarios, spotlighting industries like Telecom, Food and Beverages, Aviation, IT Sector …… It also emphasizes an analytical and critical approach to understand strategic decision making so that learners emerge as winners and are equipped with enhanced practical knowledge to create real life plans for their own organizations.

ABOUT THE AUTHORS

Dr. Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. Dr. Bansal has recently been conferred with prestigious "Palmer Award" by Wharton. An admired academician, his doctoral work is an exemplary study in the area of Decision Sciences from Delhi.

In an acclaimed career span of about 27 years in teaching, research and consultancy, he has been invited to be a part of several prestigious academic / professional bodies and in his advisory capacity, has steered them to success. He is an avid researcher and has more than 125 research papers in prestigious journals to his credit. He has authored 8 books which have been exceptionally well received. He has guided several research scholars to produce works of immense educational impact.

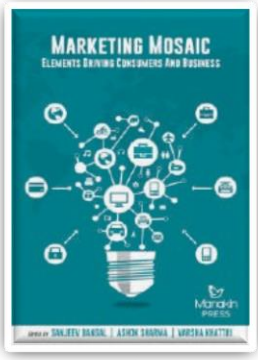
Dr. Anita Venaik is an Associate Professor, Information Technology with Amity Business School. Having over 19 years of work experience in corporate and teaching. She has worked with giants like Coke and PCL as Management and IT Consultant. She has work experience of teaching in 5 different Common Wealth Universities across the Globe. Author of 7 books on varied subjects in IT. She has written Cases for Corporate giants and Designed Manual for Bharti Telecom in SOA & ITIL Library. She is also an Editor of "Amity Journal of Energy & Environment Studies" a Bi-Annual Journal of Amity Business School.

Dr. Smrita Sinha is an Assistant Professor & Head in Business Communication Department with 18 years of experience in teaching. She has written & presented several papers at International and National level. Dr. Sinha has written several case studies for International publishing house. She is a Lead Corporate Trainer and has conducted training for different corporate Giants. She is the Editor of 'AMITY BUSINESS REVIEW' - a biannual blind peer reviewed, refereed research based international journal and has been instrumental in getting it listed in databases, like Advanced Science Index, Germany.

CONTENTS

1. Barriers to Measurement of Human Asset: An Empirical Study of Select IT Sector Companies in Delhi and NCR — *Dr. Nisha Gupta, Prof. Ajay Kr. Singh, Dr. Smrita Sinha, Dr. Anita Venaik*, **2**. Impact of Social Media Expressions on Engagement and Trust of Customers — *Dr. Tarun Kumar Singhal*, **3**. ECG Signal Analysis Using Artificial Intelligence Techniques: A Review — *Shipra Saraswat, Geetika Srivastava and Sachchidanand Shukla*, **4**. ICT in Education-Resettlement Options for Indian Defence Forces — *Lt. Col. Anil A Mathews, Lt. Col. Nitin Mehta, Cdr. Sanjay Kader*, **5**. Medical Tourism: Treatments, Markets and Health System in India — *Ms. Bhawna Sharma and Prof. J K Sharma*, **6**. Perceptual Mapping of Top 5 e-retail Websites: With Special Reference to Students in Delhi/NCR — *Dr. Teena Bagga*, **7**. Regulatory Issues and Ethics in Marketing 'Overcoming Regulatory Issues and Challenges to ensure ethical advertisement in the Mauritian Tertiary Education Sector" — *Dr. Aansa D. Bedacee*, **8**. Women in IT Sector and Work-Life Balance — *Dr. Anandita Tyagi*, **9**. Cyber Crime –Victimization in Virtual World — *Nidhi Arora Kumar, Dr. Poonam Gupta*, **10**. A Case Study 10 step Selling Process at Ford India – Success or Failure ? — *Ms. Sonali P Banerjee, Mr. Rajat Sharma*

MANAGEMENT



ISBN: 9789-38622-1216
292 pg. | 2017 | HB | Rs. 695

Marketing Mosaic

Elements Driving Consumers and Business

Sanjeev Bansal | Ashok Sharma | Varsha Khattri

ABOUT THE BOOK

Marketing Mosaic gives an individual the intelligence they need to send the right message to the right person at the right time. It is
relevant and enabled across channels and branding platforms with endless possibilities. Other strengths that make Marketing Mosaic: Elements Driving Consumers & Business, a book of its kind includes:

- A wide range of research papers in advertising and branding which helps formulate the communication strategy for future.
- An understanding of how a consumer behaves and how this affects the market facilitating the practices and applications with cases and examples from the Indian Market.
- Insight of how new technologies are effecting the Indian retail market.
- A spectrum of opportunities one can explore from sales to the role of leaders in managing Indian business and operational efficiencies.
- Marketing Mosaic gives an extraordinary detail to help a marketer communicate with its consumers in a way that matches their world.

ABOUT THE AUTHORS

Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University, Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the
top ten Business Schools of India. Dr. Bansal has recently been conferred with prestigious "Palmer Award" by Wharton. An admired academician, his doctoral work is an exemplary study in the area of Decision Sciences from Delhi. In an acclaimed career span of about 27 years in teaching, research and consultancy, he has been invited to be a part of several prestigious academic/professional bodies and in his advisory capacity, has steered them to success. He is an avid researcher and has more than 125 research papers in prestigious journals to his credit. He has authored eight books which have been exceptionally well received. He has guided several research scholars to produce works of immense educational impact.

Ashok Sharma is a Ph.D. in the area of International Marketing and an Associate Professor at Amity Business School, Noida. Dr. Sharma is a certified Case study method teacher from Harvard Business School Publishing House. With close to two decades of experience in industry, academics, research, training and consulting, Sharma specializes in the area of marketing and strategy. He has several publications in reputed refereed Proceedings and Journals of International and National repute. Sharma has also been the editor of Ouredu international journal (since 2015) of Business Management. Sharma has also been actively involved in trainings and has been a resource person for various M.D.P./E.D.P.s for a number of companies for middle and senior executives including that from the Public Sector Undertakings, Private Sectors, Small and Medium Enterprises viz. Jal Nigam, U. P. Avas Vikas Parishad and in Commonwealth Games (held in New Delhi in 2010) etc.

Varsha Khattri is a Ph.D. in the area of Management and is an Assistant Professor at Amity Business School. She is a resourceful professional with more than 12 comprehensive years of experience in teaching, training and research. Her subjects of interest are Brand Management, Advertising Management, Consumer Behavior, Marketing Management and Integrated Marketing Communication. Many of her astounding works have been published in reputed journals like Emerald Emerging Markets Case Studies, Global Business Review and European Case Clearing House. She has also won laurels for best paper in several conferences. To her credentials, she has also been a part of Tata Motors, Common Wealth Games and Directorate General Resettlement, Ministry of Defence Training Programmes at Amity. Dr. Khattri has also recorded video lectures for Amity, Massive Open Online Course (MOOC). She takes pride in being part of the journey of inquisitive minds and find meaningful engagement in academic pursuits.

CONTENTS

Unit-I MAKING A MARKET(ING) DIFFERENCE, **1.** Efficacy of Below The Line Activities –*Vivek Singh Tomar*, **2.** Impact of Comparative Advertising on Consumer Buying Behaviour –*Sunetra Saha*, **3.** Product Personality – An Applied Perspective –*Dr. Shekhar Trivedi*, **4**. Impact of TV Advertising on Buying Behavior of Male Consumers' (A Study Related to Faridabad City) –*Seema Johar*, **5.** Videocon: Coming Out of Brand Identity Crisis –*Prof. Ramesh Kumar Bagla and Nikita Gupta*

Unit-II TUNING IN TO CUSTOMERS 1. Pester-Power Marketing in Case of Child-Centric Products –*Manjot Kaur Shah and Dr. Garima Malik*, **2.** Factors Affecting Online Shopping in Tier II Markets in India –*Dr. Richa Sharma, Richa Rastogi and Trishty Khandewal*, **3**. Changing Consumer Behaviour in Growing Suburban Economy of India – A Study in White Goods Segment –*Sakshee Singh and Dr. Garima Malik*, **4**. Changing Consumer Preference towards Major Household Electrical Appliances in Delhi NCR –*Sonali Somaddar and Pooja Sehgal*, **5**. Consumer Attitude Towards Online Shopping: An Empirical Analysis of Punjab Region –*Harmeet Brar*, **6.** Pricing Strategy – Role in Marketing
–*Dr. Rahul Gupta*, **7.** Changing Customer Expectations, Satisfaction and Loyalties: The Case of Mini and Compact Cars in India –*Vandana Gupta, Dr. Asif Ali Syed*, **8**. A Study on Smartphones: Rise of Homegrown Indian Brands –*Prof. Ramesh Kumar Bagla and Vishal Verma*

Unit-III ENERGIZING INDIAN RETAIL 1. Changing Consumers and Retail Technologies –*Ritu Singh and Dr. Supriti Agarwal*, **2.** Understanding Consumers' Behaviour within The New Retail Settings Enriched with Smart Technologies –*Dr. Pallavi Pathak and Amitabh Pandey*, **3.** Organized Retailing Formats Vis-À-Vis Unorganized Retailing Formats: A Consumer Behavior Perspective –*Shilpa Singh*, **4**. Two Minutes Off The Shelf –*Dr. Rahul Gupta and Dr. Himani Sharma*

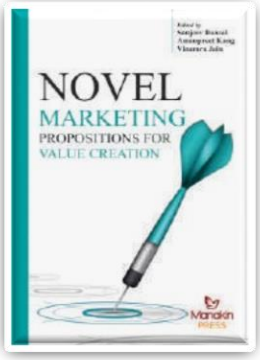
Unit-IV A SPECTRUM OF OPPORTUNITIES 1. Value Drivers for Sales Force Effectiveness in India –*Dr. Sandeep Puri and Narendra Kumar*, **2.** A Comparative Analysis of Export of Basmati Rice from India: with Special Reference to Asian Middle East Countries –*Rahul Jain and Dr. Rajiv Chaube*, **3**. Managing Indian Businesses – The Role of The Leaders
–*Parveen Rani and Dr. Harvinder Kaur*, **4.** A Comparative Analysis of Operational Efficiency of Steel Industry in India –*Dr. Preeti Sharma, Mr. Arnab Chakraborty and Ms Sanya Dhingra.*

MANAGEMENT

Novel Marketing

Propositions For Value Creation

Sanjeev Bansal | Amanpreet Kang | Vinamra Jain



ISBN: 9789-38622-1209
292 pg. | 2017 | HB | Rs.695

ABOUT THE BOOK

The marketers are perplexed by the ever changing markets and the quote above delineates the supreme need to constantly change i.e.
to become perfect. This dynamic character of global markets is impacted by a zillion macroeconomic factors and the randomness is catalyzed by the global trend of markets becoming borderless and integrated. 'Global' products and services are now accessible to consumers everywhere. The consumers are also getting influenced by real time information available on different media like TV, internet, smartphones, etc. As a result, the marketers are struggling to comprehend the behaviour of their ever changing consumers. Because of the changing dynamics of the environment the erstwhile stable indicators of consumer behaviour i.e. beliefs, values and customs (constituents of culture) are also undergoing change. This book provides a common platform for discussion of various concerns encountered by organization, marketers and consumers. This book is an amalgamation of the problems and issues scrutinized by various researchers learning about the emerging markets. The book offers insights about the features of the emerging markets. It also delivers novel propositions for being successful despite the complexities of these markets.

ABOUT THE AUTHORS

Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University, Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. Dr. Bansal has recently been conferred with prestigious “Palmer Award” by Wharton. An admired academician, his doctoral work is an exemplary study in the area of Decision Sciences from Delhi.

In an acclaimed career span of about 27 years in teaching, research and consultancy, he has been invited to be a part of several prestigious academic/professional bodies and in his advisory capacity, has steered them to success. He is an avid researcher and has more than 125 research papers in prestigious journals to his credit. He has authored eight books which have been exceptionally well received. He has guided several research scholars to produce works of immense educational impact.

Amanpreet Kang is an Assistant Professor in Marketing and International Business Area at Amity Business School, Noida, India. She has completed her Ph.D. in the area of “International Food Safety Standards, Regulations and Food Trade: Challenges and Opportunities for Asian Economies” from Punjabi University, Patiala, India. She did MBA from University Business School, Panjab University, Chandigarh and cleared UGC NET in Management in 2003. She has about six and a half years of corporate experience and more than seven years of teaching experience. Her research papers have been published in reputed national and international journals.

Vinamra Jain is an Assistant Professor at Amity Business School (ABS), Noida. He has more than sixteen years of experience in the areas of academics, manufacturing, services and retail industries both in India and Abroad. He worked with companies like IBM India, T.J. Maxx, USA and Cumberland Farms, USA before he entered into the academic world with Amity University, Uttar Pradesh.

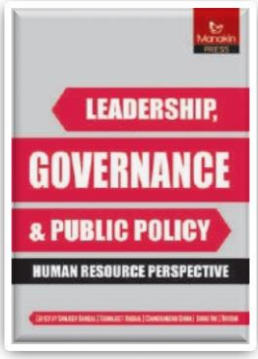
He has held important administrative posts and is In-charge of the Internationalization cell of ABS. He has been instrumental in the design, development and restructuring of many Courses & Curriculum being run at various Amity Campuses in India and Dubai.

He has to his credit many research papers published in Journals of International repute and has presented his work at various National & International Conferences. He is also part of the editorial and review teams of some International Journals. He is a certified Case Study Teacher by Harvard, USA.

CONTENTS

Unit-I MARKETING IN 'NEW' MARKETS: TACKLING THE LAST MILE GAP 1. Marketing in Africa: Tracing the paradigm shift — Prateek Mangal, Rohit Kawatra and Dr. K. K. De, **2**. Driving Organization Change – Towards Improved 'Service Quality' — Rohit Mohan, **3**. Towards the conceptualization of Market-oriented Strategic Flexibility — Dr. Kumar Shalender, **4.** Search, Select and Savour your Favourite Cuisine: A Case Study on Zomato — Prof. Ramesh Bagla and Shruti Chaudhary, **Unit-II UNDERSTANDING INDIAN MARKET AND CONSUMERS 1.** India's New Markets: A Study on the Growing Popularity of Malls in India — Dr. Mamta Mohan and Kavita Tandon, **2**. Management of Dengue Outbreak at Grassroots Level: A Challenging Task for Health Professionals — Dr. Ritesh Dwivedi and Ms. Shobhit Anand, **3.** Sustainability of Concepts Green Buildings in India — Ms. Rajni Rathi and Dr. Sanjeev Bansal, **4**. Penchant For Medical Tourism In India — Dr. Himani Sharma and Dr. Rahul Gupta, **5.** Critical Success Factors for Quick Service Restaurants (QSR) — Dr. Varsha Khattri, **Unit-III THE DIGITAL INFLUENCE: CHANGING CONSUMERSAND MARKETS 1**. Understanding Factors Contributing to the Development of Women Entrepreneurship in Rural India: An Interpretive Study — Ms. Amandeep Kaur, Dr. Garima Malik and Ms. Namita Mishra, **2**. Role of ICTs in empowering Rural Women — Priya Samant and Dr. Anurupa B. Singh, **3**. Evolution of Loyalty Offers in the Digital World — Akshat Garg and Dr. Himani Sharma, **4.** Online Retailer Billing: A New Approach for Telcos — Amod Prakash Singh and Dr. K K De, **Unit-IV ENGAGING CUSTOMERS SOCIALLY1.** Effect of Customer Engagement through Social Media on Brand Perception and Preferences — Sneha Chawla and Dr. Ashok Sharma, **2.** Impact of Social Networking Sites as a Brand Communication Channel on Purchase Decision — Dr. Aparna Goyal, Dr. Sanjeev Bansal and Dr. Teena Bagga, **3.** Social Media Marketing for Positive Influence towards Purchase of Green Products — Aparna Goyal and Dr. Sanjeev Bansal, **4.** Social Factor Affecting Consumer's Green Product Purchase Decision — Mamta Bhardwaj and Dr. Ashok Sharma

MANAGEMENT



ISBN: 9789-38622-1223
264 pg. | 2017 | HB | Rs. 695

Leadership, Governance & Public Policy

Human Resource Perspective

Sanjeev Bansal | Taranjeet Duggal | Chandranshu Sinha | Shinu Vig | Tavishi

ABOUT THE BOOK

'Leadership, Governance and Public Policy' is an effort that aims to touch upon the three basics of progression of a society or an organization-Leadership, Governance and Public Policy. The book focuses on original high-quality research in the realm of human resource management, encompassing facilitation of the theoretical foundations and the applications of these in the industry. The book is intended as a tool for practitioners and researchers to comprehend management problems and available solutions in the area, to identify new issues and to shape future directions for research, while industrial users may apply these techniques for improving productivity and efficiency of human resource in their organization. A general reader can use these skills to excel and enhance his existence and role in day to day affairs of society.

The best compass of 'Leadership, Governance and Public Policy' is strong set of values that consistently point towards making the right choices. To succeed in this more complex, interconnected and rapidly changing world, people in all sectors (public, private and voluntary) are recognizing the urgent need to develop approaches to leadership and governance that are more distributed and more learning-based. These are approaches that can adapt more quickly and operate more effectively across the shifting boundaries that separate organizations, industries, disciplines, sectors and political jurisdictions. However, adapting, implementing and realizing these mantras are harder than they sound The absence of which makes academicians and industry professionals doubt upon and call for re-positioning the established ways and means of realizing their strategic intent and vision to innovate newer ways of leading and organizing in sync with contemporary social-organizational reality.

ABOUT THE AUTHORS

Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University, Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. Dr. Bansal has recently been conferred with prestigious "Palmer Award" by Wharton. An admired academician, his doctoral work is an exemplary study in the area of Decision Sciences from Delhi.

In an acclaimed career span of about 27 years in teaching, research and consultancy, he has been invited to be a part of several prestigious academic/professional bodies and in his advisory capacity, has steered them to success. He is an avid researcher and has more than 125 research papers in prestigious journals to his credit. He has authored eight books which have been exceptionally well received. He has guided several research scholars to produce works of immense educational impact.

Taranjeet Duggal, Ph.D. is an Professor, Amity Business School, Amity University, Uttar Pradesh. An avid trainer and researcher, she earned her doctoral degree in Industrial Sociology from Ruhilkhand University, Barelli. She is in the field of academics for more than 25 years. She is associated with Amity University for more than 17 years. She has established and looked after the Behavioral Science Program of ABS since its inception. She has been a consultant to various public and private organizations.

Chandranshu Sinha, D.Phil. Associate Professor at Amity Business School, Noida is a recipient of Shastri Scholar Travel Grant from the Shastri Indo Canadian Institute, Calgary Canada for the academic year 2013-14. He was also Visiting Researcher and Associate with Centre for Interdisciplinary Research on Narratives, St. Thomas University, Fredericton, New Brunswick, Canada in 2014. He earned his D.Phil. in Psychology from the Centre for Advanced Studies, Department of Psychology, University of Allahabad in 2004 and was conferred with the 'Young Scientist Award' by the National Academy of Psychology in 1999. His specialization and research interests are in the area of OB with special emphasis on Social & Psychological Facets of Change. Sinha has been on the Editorial Board of Amity Business Review (2006-2014) and Journal of Management and Marketing (since 2013), Slovakia and is also on the Editorial Review of Electronic Journal of Business Research Method, United Kingdom (EJBRM, since 2015). Sinha joined Amity Business School in 2006, has taught at the University of Allahabad and has more than 17 years of academic and research experience.

Shinu Vig is currently with Amity Business School, Amity University, India. She is a member of the Institute of Company Secretaries Of India. Her research interests include corporate governance, corporate social responsibility and business sustainability. She has presented several research papers at various national and international conferences.

Tavishi is currently with Amity Business School, Amity University, India. Her research interests include business research and public policy. She has presented several research papers at various national and international conferences.

CONTENTS

1. Impact of Work-Life Challenges on Career Decisions: A Study of Women Professionals in Haryana – *Dr. Kranti Walia and Dr. Aparna Sharma*, **2**. Leader Member Exchange (LMX) and Readiness towards Technological Changes Among Employees of Oil & Gas Exploration & Production Organizations – *Ms. Toran Kapoor, Dr. Anand Pratap Singh and Mr. Mahesh Narain*, **3**. A Roadmap from Organizational Learning to Learning Organization – *Rahul Raj and Rajnish Ratna* , **4**. The Effect of Workplace Spirituality on Employee's Self-Empowerment – *Divya Gautam and Dr. (Prof.) Parul Jhajharia*, **5**. Personality Traits and Motivation Analysis: A Study in Education Sector –*Sweta Saurabh*, **6**. Utilisation & Scope of Information Technology in Human Resource domain – *Tanpreet Kaur*, **7**. Differentiating Entrepreneurs and Small Business Managers: A Competence Based Perspective –*Arshad Nabi Wani and Khursheed Ahmad Butt*, **8**. Effect of Emotional Intelligence on Job Satisfaction of The Employees in It Industry –*Sakshi Goel and Arti Menon* ,
9. Impact of Financial Appraisal on The Retention of Employees with Special Reference to Beverages Industry –*Dr. Devendra Singh, Ms. Deepika Sharma*, **10**. Women Leadership: An Integrative Focus on Equality –*Dr. Puja Sareen, Ms. Surabhi Agarwal*, **11**. Role of Human Resources in Make in India Campaign –*Manju Kumari*, **12**. Emerging Issues in Intellectual Property Rights: Understanding the Concept of Generic vs. Non-Generic Terms with Respect to Trademark Laws in India –*Shrivastava Navin, Shrivastava Vinod and Shrivastava Pravin*, **13**. Strategic Human Resource Management to Build Sustained Competitive Advantage in Indian Banking Sector –*Parul Jhajharia and Ritika Kaur*, **14**. An Empirical Examination of the Influence of Employee Empowerment on Organizational Commitment and Job Performance – *Rouf A. Mir, Zahid H. Bhat, Prof. Riyaz and A. Rainayee* , **15**. A Study of Existing Strategic Alignment of HR in Select Organisations – *Dr. Teena Bagga and Dr. Aparna Goyal*, **16**. Sustainable Tourism: An Integrated Human Resource Approach to World Tourism – *Vipin Kaushik, Sumit Sharma and Kumar Harshit*

MANAGEMENT

Practices in Entrepreneurship and Finance

Sanjeev Bansal | TV Raman | Anjani Kumar Singh

ISBN: 9789-38622-1186
176 pg. | 2017 | HB | Rs. 695

ABOUT THE BOOK

This book aims to encourage entrepreneurial thinking by showing how to understand and spot the possible opportunity gaps in various
sections and industries. It aims to encourage entrepreneurship of effort and presents guidelines for taking the right steps towards the entrepreneurship and moderating many risk factors.

The book Entrepreneurship & Finance will change the way people think about entrepreneurship. Many believe that it cannot be taught, and those who are successful in starting a business are born with something others do not have. This book dispels that myth and shows how innovation-driven entrepreneurship can be broken down into discreet behaviors and processes which can be taught to the intelligent, hardworking people using this book.

It presents an easy to understand and implement proven framework that is both comprehensive and integrated. More emphasis is given to financial aspects of entrepreneurship field. This book covers the comparative analysis of pre-post mergers and acquisition and macro-economic variables on the performance of BSE Sensex through factor analysis approach.

Readers will also realize the leadership responsibility in Entrepreneurship and role of transformational leadership in building competitive advantage along with the tools of measuring financial soundness of companies. From corporate restructuring point of view it becomes a significant characteristic to create consciousness about role of efficient market hypothesis, role of forensic audit and current financial system.

This book is designed as an integrated toolbox for first-time and repeat entrepreneurs so that they can build great enterprises based on new innovative products. Serial entrepreneurs with deep experience in a particular field or industry will also find this 24-step guide useful more efficiently. This book will serve as a basic resource for the students, scholars, executives and budding entrepreneurs dealing with start-ups, new ventures and investment in various avenues.

ABOUT THE AUTHORS

Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University, Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. Dr. Bansal has recently been conferred with prestigious "Palmer Award" by Wharton. An admired academician, his doctoral work is an exemplary study in the area of Decision Sciences from Delhi.

In an acclaimed career span of about 27 years in teaching, research and consultancy, he has been invited to be a part of several prestigious academic/professional bodies and in his advisory capacity, has steered them to success. He is an avid researcher and has more than 125 research papers in prestigious journals to his credit. He has authored eight books which have been exceptionally well received. He has guided several research scholars to produce works of immense educational impact.

Dr. TV Raman Doctorate from Mohanlal Sukhadia University, Udaipur (Rajasthan) in the area of Managerial Decision making related to Risk and Return in Portfolio Construction. Presently working as a HOD & Associate Professor, Department of Accounting and Finance, Amity Business School, Amity University Uttar Pradesh. Dr. Raman is in the academic field since 1995 and Published & Presented more than 30 research papers in national and international journals. Area of expertise is Financial Decision Making, Corporate Tax Planning, Corporate Restructuring, Cost and Management Accounting, Behavioural aspects in Finance and Management Control System.

Anjani K Singh did her Ph.D. in the area of Social Entrepreneurship from Lucknow University, Uttar Pradesh, India, is an Associate Professor in Entrepreneurship Area at Amity Business School, Amity University, Uttar Pradesh, Noida, India. He was associated with Indian Institute of Management, Lucknow. Before joining Amity University, he was associated with Entrepreneurship Development Institute of India, Ahemedabad. He has more than seventeen years of research and teaching experience.

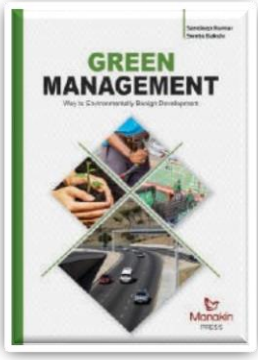
CONTENTS

1. Differentiating Entrepreneurs and Small Business Managers: A Competence Based Perspective *–Arshad Nabi Wani and Khursheed Ahmad Butt*, **2**. Leadership and Its Significance in Modern Business *–Akanksha Singh Fouzdar and Ankita Singha*, **3**. Hello English App: An Entrepreneurial Initiative in Emerging Markets *–Dr. Mamta Mohan and Ms. Misbah Jahan*, **4**. Path of Women Entrepreneurs in India: A Road towards Rewards or Hurdles *–Ms. Sweety Gupta and Dr. Anshu Yadav*, **5**. Leadership Style and Its Significance to Entrepreneurial Orientation *–Heena Chauhan and Anjani K Singh*, **6**. A Study of Factors Affecting the Decision of Consumers in Deciding the Institution for Housing Loan *–Dr. Teena Bagga and Dr. Aparna Goyal*, **7**. Z-Score: A Tool of Measuring Financial Soundness of the Companies *–Dr. Preeti Kulshreshtha and Dr. Mahendra Ranawat*, **8**. Role and Significance of Efficient Market Hypothesis *–Shivani Tyagi and Dr. Manjula Shastri*. **9**. Forensic Audit: Strengthening the Banking System *–Ms. Kavitha Menon and Dr. M.R. Vasudevan*, **10**. Role Transformational Leadership in Building Competitive Advantage *–Dr. J.P. Pathak*, **11**. Examining Effect of Macroeconomic Variables on the Performance of BSE Sensex: A Factors Analysis Approach *–Dr. Mahendra Ranawat and Dr. Garima Babel*, **12**. Does Corporate Restructuring Really Helps: A Comparative Study of Pre & Post Mergers & Acquisition *–Dr. Anubha Srivastava and Amit Gupta*

MANAGEMENT

Green Management

Way to Environmentally Benign Development



ISBN: 9789-38622-1261
244 pg. | 2017 | HB | Rs. 795

Sandeep Kumar | Sweta Bakshi

ABOUT THE BOOK

With the emergence of a large number of environmental problems all over the world, there arises a need to preserve and protect the earth's natural environment and finite resources. Going Green, Sustainability, Green Revolution, Ecofriendliness, Save Earth, Save Planet are the new norms in today's scenario which can prolong existing of human race on face of planet earth.

This book "Green Management" is collection of articles focused on environmental and ecological issues relating to management. It covers issues like Green HRM, Green Accounting, Green Marketing, Green Supply Chain Management, Green Information Technology, Green Infrastructure, Green Transportation and Green Finance. It is designed to provide students and managers with an overview of the importance of "Green" management to business and industry. It addresses the global state-of-the-art knowledge about how business processes can be managed and improved in light of sustainability objectives. Business organizations, a dominant part of our society, have always been a major contributor to the degradation of our natural environment, through the resource consumption, greenhouse emissions, and wastage production associated with their business processes and the book attempts to lay guidelines as to how to mitigate them.

The book will be of a great relevance to both practitioners and academicians who are interested in understanding, designing, and implementing Green Management. It also constitutes a valuable resource for students and lecturers in the fields of Management, Information Systems and Sustainable Development.

ABOUT THE AUTHORS

Dr. Sandeep Kumar at present is Professor in Deptt. of Management at Tecnia Institute of Advanced Studies, Delhi (Under GGS IP University). He has 20 years of teaching and industrial experience at various levels. He has authored a number of papers published in different National and International Journals and also presented at various Conferences. He has authored 12 books in management and allied subject. He is also reviewer of International Journal 'Emerald Journal of Emerging Market', UK and Journal of Management and Training for Industries, Japan. He is also associated with I.C.W.A.I, I.I.C.S.I., I.C.A.I., A.I.M.A., GGS IP University, G.B. Technical University (Lucknow), Mahamaya Technical University (Noida), Mewar University (Chittorgarh), ICFAI University. His area of interest is Marketing Management, Operation Research, Business Statistics, Information technology, Human Resource Management and Research Methodology.

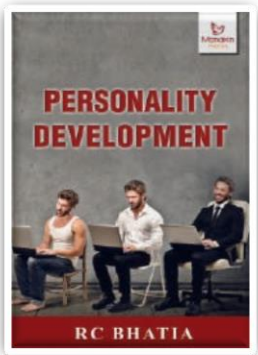
Sweta Bakshi at present is Professor in Deptt. of Management at Tecnia Institute of Advanced Studies, Delhi (Under GGS IP University) and also Research Scholar at Ranchi Universty, Ranchi. She has more than 12 years of teaching and industrial experience at various levels. She has authored 6 books in management and allied subjects. She has authored a number of papers published in different National & International Journals and also presented at various conferences. She is also associated with I.C.W.A.I, I.I.C.S.I. and A.I.M.A., Her area of interest is Human Resource Management, Marketing Management, Strategic Management, Research Methodology, Operations Research and Business Statistics.

CONTENTS

1. Green HR, **2.** Green Accounting, **3.** Green HRM, **4**. Sustainability Through Green Marketing, **5**. Green Marketing for Sustainable Development, **6.** Green Marketing Strategy and Its Impact, **7.** Green Supply Chain Management (GSCM), **8**. Green Marketing: Challenges and Strategies for Indian Companies in 21st Century, **9**. Green Human Resource Management: Policies and Practices, **10.** Understanding of Green Information Technology, **11**. Green Finance, **12.** Green Infrastructure–Putting the Green in the Grey, **13**. Green Transportation System, **14.** Green Information Technology, **15.** Green Sociology, **16**. Green Human Resource Management, *Index*

MANAGEMENT

Personality Development



ISBN: 9789-38667-7266
326 pg. | 2018 | PB | Rs. 795

R.C. Bhatia

ABOUT THE BOOK

This book is written to suggest personality enhancement techniques and to give examples which demonstrate that you can be better personality, can have better peace of mind, improved health and can generate the energy to make yourself successful. Like many other persons who have learnt and applied the simple procedures to transform themselves into a better personality, you too can achieve the winning touch. We are at times bogged down by small and petty problems in our life that irritate us. We cannot ignore the hardship and tragedies of life, but if they dominate our personality, it is bound to have negative effects. This book is an attempt to find out how to cast them out from our mind. If we refuse to become mentally submissive to them, we can channel our thoughts, energy and deeds in a positive direction. Our thoughts and actions must always reflect a positive attitude towards life. We are all part of a large society, nation and global community. A person cannot expect to perform well if he cannot develop a positive working relationship with his team members. As per modern management concepts, "Personality is the BRAND IMAGE of an individual".

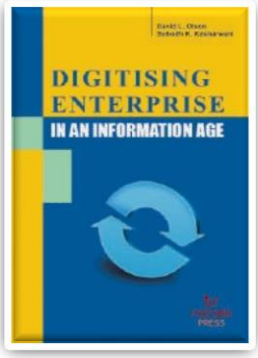
ABOUT THE AUTHOR

Dr. R.C. Bhatia, M.A. (Economics), M.Com. and Ph.D., is in the Department of Commerce, Shyamlal College (Evening), University of Delhi, since 1996. He has been associated with it is, Polytechnics, Institute of Company Secretaries of India, Institute of Chartered Accountants of India. National Vocational Training Institute for Women (Noida), National Open School, Indira Gandhi National Open University (IGNOU), Board of Technical Education, Delhi as visiting faculty for the last 20 years, and is a member of several expert examination bodies and syllabus committees on vocational education at Central and State level. He has authored more than 30 books for various University examinations. He has also published 10 articles in newspapers, magazines and UGC journals.

MANAGEMENT RECENT

Digitising Enterprise in an Information Age

David L Olson | Subodh Kesharwani



ISBN: 9789-38622-1636
350 pg. | 2020 | HB | Rs. 2495

ABOUT THE BOOK

Digitising Enterprise in an Information Age is an effort that focuses on a very vast cluster of Enterprises and their digitising /technology
involvement and take us through the road map of the implementation process in them, some of them being ICT, Banking, Stock Markets, Textile Industry & ICT, Social Media, Software Quality Assurance, Information Systems Security and Risk Management, Employee Resource Planning etc. It delves on increased instances of cyber spamming and the threat that poses to e-Commerce and Banking and tools that help and Enterprise toward of such threats. To quote Confucius, "As the water shapes itself to the vessel that contains it, so does a wise man adapts himself to circumstances." And the journey of evolution and progression will continue and institutions and enterprises will continue to become smarter and more and more technology savvy.

Enterprises and businesses across all genre and spectrum are trying their level best to adopt to change and move on with the changing requirements of technology and as enterprises and companies upgrade and speed up their digital transformations and move their outdate heirloom systems to the cloud, archaic partners that don't keep up will be left behind.

The question is no longer pertinent if at all an enterprise needs to digitise – nor is that when is the time to start the process. Those that aren't already on board are running out of time. As enterprise companies ramp up their digital transformations and transition their outdate legacy systems to the cloud. Organisations can't put a halt on innovation, operational proficiencies and product advancement opportunities until they have accomplished renewing the fundamentals. Customers will not wait until the core is mended to find the innate digital involvements they are seeking.

ABOUT THE AUTHOR

David L. Olson is the James & H.K. Stuart Professor in MIS and Chancellor's Professor at the University of Nebraska. He has published research in over 200 refereed journal articles, primarily on the topic of multiple objective decision-making and information technology. He has authored over 20 books, is co-editor in chief of International Journal of Services Sciences and associate editor of a number of journals. He has made over 150 presentations at international and national conferences on research topics. He is a member of the Decision Sciences Institute, the Institute for Operations Research and Management Sciences and the Multiple Criteria Decision Making Society. He was a Lowry Mays endowed Professor at Texas A&M University from 1999 to 2001. He was named the Raymond E. Miles Distinguished Scholar Award for 2002, and was a James C. and Rhonda Seacrest Fellow from 2005 to 2006. Olson was named Best Enterprise Information Systems Educator by IFIP in 2006. He is a Fellow of the Decision Sciences Institute.

Dr. Subodh Kesharwani is an academician with MBA in Information Systems and Doctorate in ERP System. He is one of the researchers who had concentrated his research on Total Cost of Ownership [TCO]. Joined decade back a School of Management Studies with a total 15 years of hardcore teaching and research in Computer and Management at Indira Gandhi National Open University, IIMT Engineering College, various others B-Schools in Delhi as a Guest Faculty which includes GGS-IP University, Global School of Management Science, New Delhi Institute of Management and as a research student at Motilal Nehru Institute of Research and Business Administration [MONIRBA], Allahabad. He had taught, Enterprise Information System, Management, Logistics, Operation Research, Computers for Management, Operation Management and Statistics to MBA and ERP systems to B.Tech students. He had developed and coordinated a program in Entrepreneurship in collaboration with Rajiv Gandhi Foundation (RGF), India and Commonwealth of Learning, Vancouver, Canada which provides training to the trainers, especially to an employee who are working with NGO. He is a corporate trainer in ERP and delivered a talk on ERP as a key speaker at diverse conference/seminars some of them are Computer Integrated Management System Theme, School of Open Learning, Delhi. He is presently in New Delhi, India and planned to come up with an OPEN JOURNAL SYSTEM (OJS). He is a founder mentor and Navigator of www.Open-Journal.com which is one-stop-Journal-portal solutions for bringing academia and corporate world under a collaborative platform to disseminate and share their thought with one another. He is also a founder Editor-in-chief of a journal entitled "Global Journal of Enterprise Information System [GJEIS] http://www.gjeis.org, which is going to complete its 6 year term. Dr. Kesharwani had developed an ample number of audio visual aid and had written a Book entitled "ENTERPRISE INFORMATION SYSTEMS Contemporary Trends and Issues" in a co-authorship with Professor David L Olson (University of Nebraska, USA. http://www.worldscibooks.com/business/7287.html, which was published by WORLD SCIENTIFIC, USA. He had another text book on ERP system which is catering a B.Tech Students. He is presently flourishing himself as trainer on ERP, EIS and OJS related areas that can harmonize the technical and functional module in a synchronized manner. Dr. Kesharwani had been awarded "IT Innovation & Excellence Award 2012" in the field of ERP solutions, by KRDWG's Selection Committee at IIT Delhi. He is in the panel of the Steering Committee of the International Journal of Computing and e-Systems, TIGERA-USA. He is also doing a lot on Free and Open Software (FOS) which includes Open Journal System Software.

CONTENTS

I-INFORMATION SYSTEM, **1**. Clicking Away: Fiji's ICT Industry, **2**. Contemporary Research Issues in Business–IT Alignment, **3**. Efficiency of IT Deployment of Public Sector Banks in India, **4**. Empirical Study of Volatility Clustering in Stock Prices of IT Index, **5**. Empirical study on obstacles in Information System Success, **6**. Fostering the Garment Industry Competitiveness: The ICT Contribution, **7**. MIS Sustain Credit Riskmetrics vis-a-vis the Future of Indian Banking System, **8**. Analysis of Web Quality Provided by Pintwire Informatics in IT Industry**, II-ENTERPRISE RESOURCE PLANNING AND SUSTAINABILITY**, **9**. Adoption of Advance Manufacturing Technologies (AMT) in Micro, Small and Medium Enterprises (MSMEs) of India, **10**. An Overview of ERP in Indian Production Firms, **11**. Automation in Textile knitting Process: An ERP Initiative, **12**. BIS: Web Based ERP to Support Small Entrepreneurs, **13**. Effective ERP Deployment in Public Sector Unit With Reference to Bharat Heavy Electrical Ltd, **14**. Enterprise Resource Planning for Financial Analysts, **15**. Essence of Software Process Re-engineering in SME's: Towards Process Customization and Automation, **16**. Identification & Evaluation of Barriers During ERP Implementation, **17**. Impacts of Decision Supporting Systems on Decision Making, **III-CYBER, SECURITY AND THREAT**, **18**. A Comprehensive Analysis of Social Break Ups on Facebook, **19**. Digital Signature: Nature Scope Under the It Act, 2000—Some Reflections, **20**. Emerging Spamming Threats, **21**. Impact of formal Inspection to Software Requirements Specification For Software Quality Assurance, **22**. Information System Security and Risk Management: Issues and Impact on Organizations, **23**. Paradigm shift in Fingerprint Recognition on Pressure Variation and Impact of Information System in Crime Reduction, **24**. Psychoanalysis of Privacy Policies of E-Commerce & BPO Websites in Indian Circumstances, **25**. Security Threats in E-Business with Safety and Dependability, **26**. Virus: A Menace for Information Security, **27**. Monitoring: Contemporary Way to Test and Verily

NEW

MANAGEMENT

E-Commerce and Online Banking

Subodh Kesharwani, Sultan Omar

ISBN: 9789-38622-1650
272 pg. | 2018 | HB | Rs. 1295

ABOUT THE BOOK

E-commerce and Online Banking is an effort which tries to do a comprehensive analysis of the future of online banking and e-Commerce.

As we move away from brick-and-mortar shops and banks towards e-commerce, and internet & mobile banking, we need to look at banking, trade, and commerce from a new perspective. This includes a new set of tools and solutions for online banking and e-commerce, assessment and impact of these new models, and revised regulations to encompass these.

Through a series of focused essays, this book discusses the problems, trends, and solutions effecting nextgeneration trade and banking. The book discusses issues like the structure for classifying private information in a B2C e-commerce transaction, impact of e-commerce, analytical research on Indian online banking, and more.

It analyses trends and combines it with studies and research in this area to predict the future of the industry. This is a must-read for anyone who wants a deeper understanding of the e-commerce and onlinebanking industry of today and the future.

ABOUT THE AUTHOR

Subodh Kesharwani is an academician with MBA in Enterprise Information Systems and Doctorate in ERP System in the year 2003. A researcher who had flourished his career not only in technology linkages with enterprises but had done a lot to intermingle technology with research. Joined one and a half decade back presently an Associate Professor in School of Management Studies, Indira Gandhi National Open University, and New Delhi, India with a total 18 years of hardcore teaching and research. Dr. Kesharwani is a program coordinator of "Certificate in Business Skills" which had been developed in collaboration with Rajiv Gandhi Foundation (RGF), India and Commonwealth of Learning, Vancouver, Canada. He is a corporate trainer and delivered a numerous talks on technologies linkages with a management as a key speaker at diverse conference/seminars and B-schools across India. He is a founder Editor-in-chief of a peer review referred ten year old journal entitled "Global Journal of Enterprise Information System [GJEIS]" listed in almost 50 directories in a world. Dr. Subodh had developed an ample number of audio/visual aid and had written a book entitled "Enterprise Information Systems Contemporary Trends and Issues" published by World Scientific, USA in a co-authorship with Prof. David L Olson, University of Nebraska, USA. Subodh Kesharwani had been awarded "IT Innovation & Excellence Award 2012" in the field of ERP solutions, by KRDWG's Selection Committee at IIT Delhi. He is presently working on Free & Open source [FOS], Massive open online course [MooC] and Online e-learning platform. He was in the key panel of round-table workshop conducted by Ministry of Corporate Affairs in Association with Indian Institute of Corporate Affairs to streamline "Corporate Data Management and Governance".

Dr. Mohammed Sultan Omer is a librarian at MMAJ Academy of International Studies, Jamia Millia Islamia, New Delhi. Dr. Sultan has great administrative skills and a deep knowledge of Information and Communication Technology in Libraries. He also has many papers to his credit in National and International Conferences and Seminars. It is his futuristic vision and dedication to his work that he successfully computerized two libraries on two different softwares, 1. Engineering Faculty Library on Libsys ILMS, 2. MMAJ Academy of International Studies Library, where he is also presently working, on KOHA ILMS. For a long time, he has been associated with Architecture and Ekistics Library too.

Dr. Sudhansh Sharma is a Assistant Professor, School of Computer & Information Science. IGNOU, New Delhi, He is a student of multiple disciplines viz. Computer Science, Physics, & Operation Research. His academic credentials involve following M.Sc.(Physics), M.Tech. (Computer Science), MBA(Operation Research), PhD (Physics).He has got a Dozen of Publications in various National and International Journals. He is the Technical Reviewer of Various SCI indexed Journals.He tried to express his understanding of interrelation between Base sciences and Computer science through his Book "Modeling Of Novel MOSFET Devices – Basics, Concepts, Methods " published by Lambert Academic Publishing(Germany)

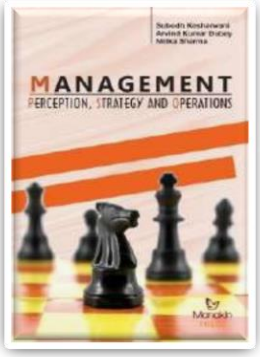
CONTENTS

1. Impact of E-commerce on Customers, Employees, Suppliers, Distributors and Competitors, **2**. e-Commerce A New Mechanism to Assign and Manage the Identity of Online Customers, **3**. Relevance of E-Commerce In India with Special Emphasis to Online Marketing, **4**. Trends of Retailing in E-Commerce – Product and Services, **5**. E-Commerce Barriers Of Success In The Retail Industry, **6**. XML Secure Documents for a Secure e-Commerce Architecture, **7**. A Structure for Classifying Private Information in a B2C e-commerce Transaction, **8**. A Combinatorial Optimization Approach to Solve the Synchronous Optical Network (SONET) Problem, **9**. E-Commerce A Mechanism to Ensure the Pre-Purchase Decision Security of the Online Customers, **10**. Emergence of Search Engine Optimization as an Advertising Tool, **11**. Analytical Research on Indian Online banking and User's Privacy, **12**. Bancassurance Technology Road Ahead Indian Perspective, **13**. Impact of It on Indian Commercial Banking Industry Dea Analysis, **14**. Internet Banking Customer Satisfaction An Empirical Study In Delhi And NCR, 15. Insight of Online Shopping Trend - An Empirical Study with relevance to Bahrain, 16. Mobile Banking Services in India - A Case Study, **17**. The Potential of E-Commerce in the Insurance Industry The Road Ahead - A Case Study, **18**. Impact of Emotional Intelligence in Indian Retail Banking Industry: Challenges And Opportunities, **19**. The Impact of Business Process Reengineering Interventions - a CaseStudy of State Bank of India, **20**. AN Integrative Approach To The Assessment Of Online Payment Portals.

MANAGEMENT NEW

Management :Perception, Strategy and Operations

Subodh Kesharwani |Arvind Kumar Dubey | Nitika Sharma



ISBN: 9789-38622-1667
600 pg. | 2018 | HB | Rs.1595

ABOUT THE BOOK

Business management is more than just providing a service or selling a product. It involves an intrinsic understanding of how brand perception effects marketing strategy, and how both of them effect operations. This is the book that will help you understand how these factors effect and influence a business.

A business is an entire philosophy that should ideally be reflected in its every aspect. Whether it is the label of 'green' or 'sustainable', or Corporate Social Responsibility, the corporate ethos keep on changing is changing to adapt with the demands of the consumer.

Through a series of intensely researched and well-presented essays, this book discusses brand perception and marketing techniques, with real-world examples and studies. It talks about how brand perception effects the customer's spending behaviour and product satisfaction. It also highlights the importance of resource management and market diversification.

ABOUT THE AUTHOR

Subodh Kesharwani is an academician with MBA in Enterprise Information Systems and Doctorate in ERP System in the year 2003. A researcher who had flourished his career not only in technology linkages with enterprises but had done a lot to intermingle technology with research. Joined one and a half decade back presently an Associate Professor in School of Management Studies, Indira Gandhi National Open University, and New Delhi, India with a total 18 years of hardcore teaching and research.

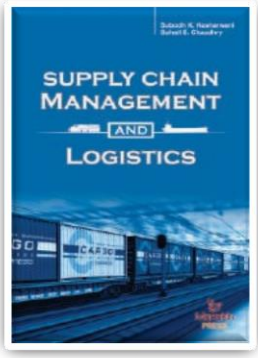
Dr. Kesharwani is a program coordinator of "Certificate in Business Skills" which had been developed in collaboration with Rajiv Gandhi Foundation (RGF), India and Commonwealth of Learning, Vancouver, Canada. He is a corporate trainer and delivered a numerous talks on technologies linkages with a management as a key speaker at diverse conference/seminars and B-schools across India. He is a founder Editor-in-chief of a peer review referred ten year old journal entitled "Global Journal of Enterprise Information System [GJEIS]" listed in almost 50 directories in a world. Dr. Subodh had developed an ample number of audio/visual aid and had written a book entitled "Enterprise Information Systems Contemporary Trends and Issues" published by World Scientific, USA in a co- authorship with Prof. David L Olson, University of Nebraska, USA. Subodh Kesharwani had been awarded "IT Innovation & Excellence Award 2012" in the field of ERP solutions, by KRDWG's Selection Committee at IIT Delhi. He is presently working on Free & Open source [FOS], Massive open online course [MooC] and Online e-learning platform. He was in the key panel of round-table workshop conducted by Ministry of Corporate Affairs in Association with Indian Institute of Corporate Affairs to streamline "Corporate Data Management and Governance".

Arvind Kumar Dubey is an academician with M.Sc (Physics), Master in Tourism Management and Doctorate in Heritage Interpretation. He started his career from Travel Corporation of India Ltd and later became an academician by joining Delhi Institute of Heritage Research and Management, Govt. of NCT of Delhi. In 2008 he joined School of Tourism and Hospitality Services Management (SOTHSM) with 18 years of hard core teaching and research in Heritage Management and Heritage Interpretation at Indira Gandhi National Open University, DIHRM- Indraprastha University etc. Dr. Dubey had developed UGC-CBCS programmes and B.Sc. Programme in collaboration with Pearl Academy, New Delhi. He has delivered many talk/ lectures at diverse Conferences/ Seminars at National and International level. He is associated with All India Tourism and Hospitality Congress, Museums Association of India, Indian Numismatic Society, Indian Archaeological Society etc with life membership. He is Managing Editor at Global Journal of Enterprise Information System (GJEIS). He has prepared a report on "Conceptualizing Delhi's Heritage Tourism Management Plan" and submitted to Govt. of NCT of Delhi. He worked on "1857 – A Heritage walk in Delhi" and submitted a Project Report (joint) to Honourable Lieutenant Governor of Delhi. Dr. Arvind had developed an ample number of audio-visual programmes and delivered numerous lectures in Pan Africa Programme. To his credit there are two edited books on Human Resource Development (IGNOU) and 16 Research Papers published in National and International Journals. He has presented 29 research papers in various National and International seminars/ conferences. Dr. Arvind has received an Honour by Knowledge Resource Development and Welfare Group (KRDWG's) Selection Committee at IIT Delhi. He is presently in New Delhi and involved in guiding/supervising research scholars and revising/updating undergraduate and postgraduate programmes of IGNOU.

Nitika Sharma is a zealous academician with MBA, M.Com and research scholar in the area of management, green marketing and consumer psychology. She has more than 5 years of teaching and industrial experience. She is associated with teaching of Marketing, Services Marketing, Research Methodology and General Management in colleges of Delhi University and GGS IP University, Delhi since 2012 to undergraduate and post-graduate students. She has dozen of research papers/ articles/chapters to her credit published in the national and international journal of repute. She has won best paper award and honour in conferences. Ms. Sharma has also conducted workshop and consulted government institute in research methodology. She has mentored many post-graduate and undergraduate students in their research publications/projects.

CONTENTS

Unit-1 Customers Perception and Market Evaluation, **1.** Customers' Perception and Evaluation, **2**. Green Branding New Cliché Magnetism, **3**. Social Customer Relationship Management, **4**. Marketing and Software Development Problems Faced by Software Companies, **5**. Market efficiency in India A study of Random Walk Hypothesis**, 6**. Marketing Mix Strategies for FMCG in Rural India, **7**. Marketing to Environmentally Conscious Consumers, **8**. Retailing Trends and Opportunities of China – A Case Study, **9**. Impact of Demographic Factors on Consumer Behaviour – A Case Study, **10**. Impact of CRM in Mechanizing University's Process, Business and Productivity, **11**. Factors Influencing the Selection of 3G among Indian Consumers A Statistical Introspection, **12**. A Study of the Prospects and Problems of Web Based Advertising (WBA) in Eastern U. P., **13**. A Study on Mobile phones - Brand Switching Pattern among the College Students of Delhi-NCR, **14**. Analysis of Brand Reputation and Brand Liking of ZEE TV, **15**. Customer's Perception on MTNL Services An Indian Viewpoint, **16**. Service Quality of McDonald's, **17**. The Impact of Design Characteristics and Support Services On The Effectiveness of MIS - An Empirical Study, **18**. Marketing Audit and Auditing: Diagnosis through Intervention, **Unit-2 Knowledge Management**, **1**. Knowledge Management – A Conceptual Framework, **2**. Knowledge Management – The Key Driver for Growth, **3**. Understanding the Anatomy of Talent Management, **4**. Kaizen Culture Enabling Organizational Change Management For Sustainable Competitive Advantage, **5**. A Pancha Kosha View Of Knowledge Management – A Case Study, **Unit-3 Issues and Strategies in IT & Management**, **1.** Web Content Management, **2.** Does Motivational Strategies and Issues Differ Across Generations An Analytical Study, **3.** Productivity and Cost Efficiency Analysis–A Comparative Study, **4.** Impact of Emotional Intelligence on Performance of, **5.** Responsiveness of U.S. Exports to Real Exchange Rate, **6.** Students' Perception about Management Education in B-School's – A Case Study, **7.** A Comparative Study of Metal and Electricity Industries – A Case, **8.** A Non-Statistical Approach to Predict Crude Oil Prices, **9.** A Study of Media Preferences and Leisure Time, **10**. Carbon Trading in Indian Derivative Market An Econometric, **11**. Factors Influencing Preferences in Purchasing International, **12**. Factors Influencing the Mobile Phone Purchase – A Study on the College Students of Delhi NCR, **Unit-4 Operational Techniques in Management**, **1**. Impact of Advertisement Expenses on Net Sales for the, **2**. The Different Perspective of Managerial and Operational Level toward CRM Practice in Thailand, **3**. The Future Of Online News Business Online News Executive Level And Managerial Level' Perspective, **4**. A Study of Options Volatility Smile Empirical Evidence from, **5**. Biologically Inspired Computing Technique for Optimizing Discontinuous Mathematical Functions, **6**. Existence of Equilibria and Complexity of Computation in Optimizing Complex Systems, **7**. Analysis and Design of Optimum Interleaver for Iterative Receivers in Indoor Wireless Optical IDMA Scheme, **Unit-5 Entrepreneurship and Social Development**, **1**. Understanding the Relationship between CSR and Business Performance, **2**. Social Entrepreneurship for Sustainable Economic, **3**. IT and CSR Activities A New Milestone - A Case Study, **4**. Impact of WTO on India's Trade in Agriculture - A Case Study, **5**. Female Household Heads Covered by Tehran Welfare Organization - A Case Study, **6**. Manufacturing Technology in MSME in India - A Case Study, **7**. Marketing Mix on Export Performance - vis-à-vis the Leather Footwear Exporting SMEs of India - A Case Study, **8**. CSR to be or not be



ISBN: 9789-38622-1674
400 pg. | 2020 | HB | Rs. 2495

MANAGEMENT

Supply Chain Management & Logistics

Subodh Kesharwani | Sohail S. Chaudhary

ABOUT THE BOOK

How does one solve problems associated with Vehicle Routing and Travelling Salesman by altering a simple algorithm? Can data compression help in optimizing Data Transfer Rate? How does Data Mining help improve Customer Satisfaction? How does using modified SAP-LAP help improve the supply chain of an Indian Shipping Company? How does Business Intelligence effect the decision- making process of a company? These are only a few of the questions effecting supply chain and efficient delivery systems that this book addresses. Whether it is a speedier network connection or more efficient data transfer, every issue is presented with a well-researched paper. The data has been compiled by studying actual problems from real world organizations. Streamlining systems can intrinsically effect company performance and customer satisfaction. This book is important for anyone who understands how efficient systems can save money and reduce energy consumption.

ABOUT THE AUTHORS

Dr. Subodh Kesharwani is an academician with MBA in Information Systems and Doctorate in ERP System. He is one of the researchers who had concentrated his research on Total Cost of Ownership [TCO]. Joined decade back a School of Management Studies with 15 years of hardcore teaching and research in Computer and Management at Indira Gandhi National Open University, IIMT Engineering College, various others B-Schools in Delhi as a Guest Faculty which includes GGS-IP University, Global School of Management Science, New Delhi, Institute of Management and as a research student at Motilal Nehru Institute of Research and Business Administration [MONIRBA], Allahabad. He had taught, Enterprise Information System, Management, Logistics, Operation Research, Computers for Management, Operation Management and Statistics to MBA and ERP systems to B.Tech students. He had developed and coordinated a program in Entrepreneurship in collaboration with Rajiv Gandhi Foundation (RGF), India and Commonwealth of Learning, Vancouver, Canada which provides training to the trainers, especially to an employee who are working with NGO. He is a corporate trainer in ERP and delivered a talk on ERP as a key speaker at diverse conference/seminars some of them are Computer Integrated Management System Theme, School of Open Learning, Delhi. He is presently in New Delhi, India and planned to come up with an OPEN JOURNAL SYSTEM (OJS). He is a founder mentor and Navigator of www.Open-Journal.com which is one-stop-Journal- portal solutions for bringing academia and corporate world under a collaborative platform to disseminate and share their thought with one another. He is also a founder Editor-in-chief of a journal entitled "Global Journal of Enterprise Information System [GJEIS] http://www.gjeis.org, which is going to complete its six year term. Dr. Kesharwani had developed an ample number of audio visual aid and had written a Book entitled "ENTERPRISE INFORMATION SYSTEMS Contemporary Trends and Issues" in a co-authorship with Professor David L Olson (University of Nebraska, USA. http://www.worldscibooks.com/business/7287.html, which was published by WORLD SCIENTIFIC, USA. He has also published a text book on ERP system which is catering B.Tech Students. He is presently flourishing himself as trainer on ERP, EIS and OJS related areas that can harmonize the technical and functional module in a synchronized manner. Dr. Kesharwani had been awarded "IT Innovation & Excellence Award 2012" in the field of ERP solutions, by KRDWG's Selection Committee at IIT Delhi. He is in the panel of the Steering Committee of the International Journal of Computing and e-Systems, TIGERA-USA. He is also doing a lot on Free and Open Software (FOS) which includes Open Journal System Software.

Sohail S. Chaudhry is a Professor in the Department of Management and Operations/International Business, Villanova School of Business, Villanova University, Pennsylvania, USA. He received his Ph.D. in Industrial Engineering and Operations Research from the School of Engineering and Applied Sciences in 1985 from Columbia University in the City of New York. In addition, he has a B.Sc. in Mechanical Engineering from Mosul University, Iraq; a M.S. in Industrial and Management Engineering, and a M.Phil. in Industrial Engineering and Operations Research, both from Columbia University.

Professor Chaudhry has published more than 60 refereed journal articles which have focused on many different aspects of the supply chain in enterprises. His research encompasses areas such as network location, supplier selection, management and control of quality, constrained inventory, enterprise security, application of genetic algorithms to business problems, and systems theory, among others. His research has appeared in journals such as Annals of Operations Research, Computers & Operations Research, Enterprise Information Systems, Expert Systems, The Journal of Knowledge Engineering, Decision Sciences, European Journal of Operational Research, Information System Frontiers, Journal of the Operational Research Society, International Journal of Quality and Reliability Management, International Journal of Production Research, Management Science, Omega, Production and Inventory Management Journal, and Systems Research and Behavioral Science. In addition, Professor Chaudhry has presented over 80 papers at conferences around the globe as well as edited 5 volumes of Confenis conference proceedings which were published by Springer and the CRC Press, Taylor & Francis Group.

At the professional level, Professor Chaudhry serves as an Associate Editor for Enterprise Information Systems and Journal of Industrial Integration and Management. Also, he serves as a member on the Editorial Advisory Boards of several international journals.

The teaching interests of Professor Chaudhry are in the areas of Operations and Supply Chain Management. He has taught at various institutions including Columbia University, Loyola University Chicago, University of Wisconsin – La Crosse, Denmark's International Study Program Copenhagen, Temple University Tokyo Japan, Institute of Management Technology – Dubai, Korea University, and European Business School, Germany. Also, he has lectured at American University in the Emirates, Beijing Jiaotong University, and the Institut Suprieur de Gestion de Sousse, Tunisia. For the last decade, he has been using distance learning platform to teach quantitative courses to undergraduate and graduate students. Furthermore, he has developed business programs for undergraduate students with International University Geneva, Switzerland as well as a graduate program with Institute of Management Technology – Dubai and the American University in the Emirates, United Arab Emirates.

On a personal level, Professor Chaudhry has traveled to more than 60 countries over 5 continents on academic and personal trips. To relax, he likes to innovate in the kitchen and recreationally, he plays badminton at a competitive level. Furthermore, he is an avid viewer and attendee of the various forms of cricket when the opportunity arises during his travels.

CONTENTS

1. Overview of SC, **2.** Supply Chain and Logistics in India, **3.** Factor Exploration and Hierarchical Analysis of Spectrum Pricing Exploratory Framework, **4**. Study of Supply Chain Quality Parameters, **5.** Implementing Green Supply Chain Management, **6**. Implementing DIS Models in Flexible Supply Chain Network, **7.** Supply Chain Coordination Using SAP-LAP Analysis Framework, **8**. Unraveling Long Term Evolution (LTE) Ownership and Adoption Challenges, **9**. Ground Station Software A Dynamic and Scripted Approach, **10**. Data Mining A Competitive tool in Retail Industries, **11**. Innovative Qualities of Education Sector that Kills Quality and Employability in IT sector, **12**. Performance Evaluation of Data Mining clustering algorithm in WEKA, **13**. SOA- the backbone of Modern Business, **14**. Virtualization of Data Base Layer (VDBL), **15**. Wireless Sensor Networks Applications and Issues, **16**. Compression - An Approach for Energy Conservation in Wireless Networks, **17**. Desktop Virtualization Solution for Database Centre, **18**. The significance of Business Intelligence in deepen the role of Business Decision Makers, **19**. Innovative Packaging in India - A Case Study, **20**. Indian Shipping Company using Modified SAP-LAP Framework - A Case Study, **21**. Supply Chain Optimization of Zinc Industry - A Case Study, **22**. Financial Supply on the Profitability Ratios of Companies in Tehran Stock Exchange - A Case Study, **23**. The Impact of various Dimensions of SCM Practices in Indian Oil and Gas Sector, **24**. Time Optimization For Real Time Traffic Signal Control System Using Genetic Algorithm, **25**. Travel on Your Finger Tip A Paradigm Shift By Make-My-Trip, **26**. Simulation of Manufacturing System at Different Part Mix Ratio and Routing Flexibility, **27**. Intelligent Query Expansion for the Queries Including Numerical Terms, **28**. A Clarke and Wright Improved Algorithm to Solve the Vehicle Routing and Traveling Salesman Problem, **29**. Sales of Ferrous and Non-Ferrous Metals in Indian Markets: Some Supply Chain Issues, **30**. Profitability and Liquidity Analysis of Bajaj Auto Ltd. and Hero MotoCorp Ltd., **31**. Comparative Performance Evaluation of MANET and Cross Layer based MANET

MANAGEMENT

Sustainable Business and IT

Subodh Kesharwani

ISBN: 9789-38622-1643
300 pg. | 2018 | HB | Rs. 1295

ABOUT THE BOOK

Sustainability in an organization or enterprise means small or big modifications or reorientation, Information Technology is not a big part of this problem as it is estimated to contribute only a very small fraction of global carbon emissions. The solution to growing burden of carbon emission lies with the IT and technology innovation only as continued advancements in processes make businesses lean and smart.

Information Technology, Sustainability & Enterprise an Empirical Study is an attempt which delves into various aspects of Enterprise like ERP, IT, Software Quality Analysis, Innovation Capacity, harnessing natural renewable resources to make businesses sustainable, Impact of Employee behaviour on an Enterprise , Green Banking and Use of IT to study impact of religious tourism on biological and ecological hotspots. It also has a study which details the positive impacts of revolution in IT and Communication Technology on Indian Postal Service.

As organizations become paperless and more technology intense the impact they have on environment around them becomes more benign day by day. An example of this is how the global revolution in the production of photovoltaic cells and continued downtrend in there prices has brought price of a Solar Power plant less than a thermal Power Plant in India and the results have been unbelievable and every day sunshine states like Tamilnadu, Rajasthan see a new Solar Power plant being set up, and in coming few years India is expected to become pioneer in Sustainable Electricity Production and usage.

In addition to datacentre optimisation and other operative concerns such as teleworking, businesses are now leveraging IT competences to expedite sustainability originalities across the enterprise in new areas, including fleet management, paperless Invoicing, and building and facility management. Challenges which at times are quite daunting are initial costs, and sometimes there is quite a lengthy period before companies see a return on investment, and the need to keep up with fast-moving knowledge knowhow and expertise continues need to evolve and to re-educate staffers.

As IT continues to evolve as a key strategic enabler across the enterprise, many establishments comprehend the need to think more holistically about how IT can support enterprise-wide corporate sustainability efforts. This book aims to recognize how those efforts are being practiced in numerous business settings, and to recognize best practices for other enterprises to follow. Of course, no corporate initiative is easy. Sustainability is expensive, and requires collaboration between many different areas of the business. Perceptible success does not happen overnight, and convincing employees to change old habits requires a commitment from the top levels of the establishment to provide leadership, governance and transparency.

The multidisciplinary approach the book uses is going to be appreciated by students, academicians and researchers in Information Technology, Management, sustainability experts and corporates etc.

ABOUT THE AUTHOR

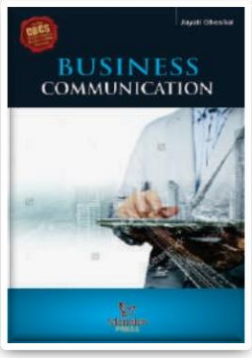
Dr. Subodh Kesharwani is an academician with MBA in Information Systems and Doctorate in ERP System. He is one of the researchers who had concentrated his research on Total Cost of Ownership [TCO]. Joined decade back a School of Management Studies with a total 15 years of hardcore teaching and research in Computer and Management at Indira Gandhi National Open University, IIMT Engineering College, various others B-Schools in Delhi as a Guest Faculty which includes GGS-IP University, Global School of Management Science, New Delhi Institute of Management and as a research student at Motilal Nehru Institute of Research and Business Administration [MONIRBA], Allahabad. He had taught, Enterprise Information System, Management, Logistics, Operation Research, Computers for Management, Operation Management and Statistics to MBA and ERP systems to B.Tech students. He had developed and coordinated a program in Entrepreneurship in collaboration with Rajiv Gandhi Foundation (RGF), India and Commonwealth of Learning, Vancouver, Canada which provides training to the trainers, especially to an employee who are working with NGO. He is a corporate trainer in ERP and delivered a talk on ERP as a key speaker at diverse conference/seminars some of them are Computer Integrated Management System Theme, School of Open Learning, Delhi. He is presently in New Delhi, India and planned to come up with an OPEN JOURNAL SYSTEM (OJS). He is a founder mentor and Navigator of www.Open-Journal.com which is one-stop-Journal-portal solutions for bringing academia and corporate world under a collaborative platform to disseminate and share their thought with one another. He is also a founder Editor-in-chief of a journal entitled "Global Journal of Enterprise Information System [GJEIS] http://www.gjeis.org, which is going to complete its six year term. Dr. Kesharwani had developed an ample number of audio visual aid and had written a Book entitled "ENTERPRISE INFORMATION SYSTEMS Contemporary Trends and Issues" in a co-authorship with Professor David L Olson (University of Nebraska, USA. http://www.worldscibooks.com/business/7287.html, which was published by WORLD SCIENTIFIC, USA. He had another text book on ERP system which is catering B.Tech Students. He is presently flourishing himself as trainer on ERP, EIS and OJS related areas that can harmonize the technical and functional module in a synchronized manner. Dr. Kesharwani had been awarded "IT Innovation & Excellence Award 2012" in the field of ERP solutions, by KRDWG's Selection Committee at IIT Delhi. He is in the panel of the Steering Committee of the International Journal of Computing and e-Systems, TIGERA-USA. He is also doing a lot on Free and Open Software (FOS) which includes Open Journal System Software.

CONTENTS

1. IT and Conservation of Biodiversity, **2**. Role of Information Technology in Banking Industry, **3**. Software Reliability Metrics, **4**. Green Banking in India Way to Sustainable Growth, **5**. Emerging Trends in Cyber-Crimes, **6**. An Integrated Fuzzy- based multi criteria decision making system, **7**. Correlates of Satisfaction & Giving Behavior of IT Working Professionals in Delhi NCR - A Case Study, **8**. Generational Diversity A Challenge For Leading Lights An Analytical Study in the Education Sector - A Case Study, **9**. Environmentally Sustainable Business Practices - An Anecdote from Infosys - A Case Study, **10**. Impact of Modern Communication Technology on Indian Postal System - A Case Study, **11**. Impact of World Trade Organization on Indian Textile Industry - A Case Study, **12**. Incorporating Lab Experience into Computer Security Courses - A Case Study, **13**. Innovation Capacity Affects the Competitiveness of Software Industry Jalisco - A Case Study, **14**. Liquidity and Profitability Analysis of Commercial Banks in India – A Case Study, **15**. Productivity Measurement of Steel Industry in India - A Case Study, **16**. Service Quality at Punjab National Bank using SERVQUAL Instrument - A Case Study, **17**. Turnaround Strategies in Indian Industries - A Case Study, **18**. Zomato using SERVQUAL applications for the user to discover restaurants - A Case Study, **19**. Role of Technology in Globalization with reference to Business Continuity, **20**. Exploring issues in Enterprise Information Systems Post-adoption Stage, **21**. On Mapping Enterprise Class Model Directly into Third Normal form (3NF) Integrated Database, **22**. A Study of Relationship of Perceived Organizational Politics and Spirituality at Workplace in IT and ITES Organizations (2016)

NEW

MANAGEMENT



ISBN: 9789-38667-7464
240 pg. | 2018 | PB | Rs. 495

Business Communication

As Per CBCS B.Com (Hons.) B.Com & Other Courses

Jayati Ghoshal

ABOUT THE BOOK

This book is aimed to develop the communication abilities of the students. It is specially designed and written according to the syllabus for the students of B.Com (Hons.), Semester-II, BCH 2.1 and B.Com (Prog.), Semester-IV, BC 4.1 introduced in the Choice Based Credit System (CBCS) in the Central Universities including the University of Delhi and other courses too. The book is also useful for B Tech Engineering students of GGSIP University and other technical Universities/Institutes. The topics are according to the syllabus and carefully chosen to match the interest of the current generation of learners who are more aware and sufficiently exposed to the current trends. The language chosen is very simple, lucid and effective so that the native students do not find ambiguities to easily grasp and understand it. It describes not only verbal but also non-verbal communication and thus promotes the sign language of the students. Many topics which will be beneficial for the student's success in the future are included in the book. The main aim of this book is to develop the four skills i.e. listening, speaking, reading and writing. English is after all a foreign language so the students find it difficult to comprehend, speak, read and write it with confidence. The book aims to inculcate about all of the above skills so that they do not have any hesitation to communicate in English. Questions are given so that the students can solve their problems and queries by solving these questions.

The book is designed for all the students who want to develop their communication skills and have a sound personality. It caters to the personality development of the students and also makes them keep in touch with modern and technical knowledge.

Further, it is primarily designed to deal with basic concern of enhancing, enriching and developing business communication skills of students in the age of indifference, inequalities, multi-nationalism, multi-culturalism and social pluralism. The book contains a concise and clear description of the course, students have to pursue as per the present syllabus. The text is well illustrated through tables and diagrams. This book is divided into five units/chapters.

Some of the important features of this book are as follows:

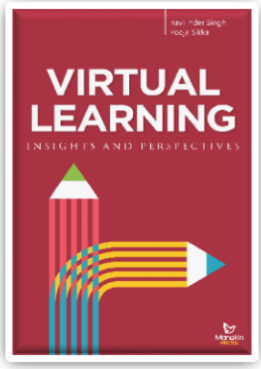
- Written Skills, Email, Facebook, WhatsApp etc.
- Explains nature, process, types of communication and also their barriers, listening and reading skills are also discussed.
- Letter writing, presentation, quotations, orders, social correspondence, memorandum, memo, agenda, notices and minutes are given in business correspondence.
- Report writing, Business reports, types of report, characteristics, elements, process, order, the final draft of report writing, checklist of report writing are also included.
- Oral presentation its importance and characteristics, presentation planning, 14 steps of Power Point Presentation, Visual Aids are the strongest part of this book.

ABOUT THE AUTHOR

Dr. Jayati Ghoshal, Asst. Professor is teaching communication skills in Chaudhary Brahm Prakash Government Engineering College, New Delhi from 2013. She has been teaching English to B.Ed. & M.A. students from 1994. She has written many articles and books. She has also attended and given presentations in many conferences and seminars in several reputed colleges and institutions in India. She is M.A. (English), Ph.D. (English), M.Phil (Ed.), B.Ed. and M.Ed. She has got 'A' grade from Jamia Millia Islamia in the orientation course. She is very enthusiastic and always ready to develop the listening, speaking, reading and writing skills of the aspiring students in English.

NEW

Education



ISBN: 978-93-92062-02-5
202 pg. | 2022 | PB | Rs. 795

VIRTUAL LEARNING: Insights and Perspectives

Ravi Inder Singh and Pooja Sikka

ABOUT THE BOOK

This book brings together the research work conducted by renowned academicians and practitioners on critical issues of virtual learning. The papers included in this book provide innovative ideas and empirical findings on the subject. The sixteen chapters in this book are contributed by well-known and young scholars from all over the country.

It offers theoretical and analytical discussion and examines a wide range of issues confronting the education sector in India in general and the higher education sector in particular. More specifically, the book address relevant topics relating to virtual learning like emerging scenarios for required changes in pedagogy used in higher education learning, perceptions of learners about the online learning, problems, and challenges in virtual learning, paradigm shifts in higher education, designing of new learning strategies for online learning and also the role of virtual learning plays in inclusive growth. The scholarly discussion of the book will serve as an excellent vade mecum for readers who want to understand the various dimensions of virtual learning, specifically those that emerged during the Covid-19 Pandemic period. Also, it provides opportunities to researchers to use it as a reference to pursue research in the field of virtual learning.

MANAGEMENT NEW

Management in Action AN HR Perspective

Sanjeev Bansal | Anu Prashaant | Rushina Singhi | Lakhwinder Kaur Dhillon

ISBN: 9789-38667-7525
214 pg. | 2018 | HB | Rs. 795

ABOUT THE BOOK

"Management in Action – An HR Perspective", is an initiative of Amity Business School, Amity University. It is a repository of HR cases that demonstrate multiple challenges faced by the corporate giants in proving their mettle across the globe. All the cases are written with predefined objectives so as to equip the students with conceptual learning and real life experience. These cases would also help the researchers, budding professionals and academicians to address the critical issues and apply the strategic solutions to the complexities.

This book contains cases of various organizations ranging from startups to well-known MNCs, in order to bridge the gap between HR theories and actual practices. It intends to ignite the minds of academicians, industrialists, scholars etc. It can be a rich resource for classroom learning in the era of fast changing Indian Economy where Make in India, Startup India, Digital India, Skill India etc. are the buzz. Hence, it is the HR professionals who will make the wheels of industry turn. Just witnessing the dynamics of this great economic change in India without contributing to it as an academician would be injustice to academia, industry and scholars. Theoretical concepts melded with case problems can form the foundation of the management education, hence forming a strong foundation for budding management professionals.

ABOUT THE AUTHORS

Prof. (Dr.) Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University, Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. Amity Business School (ABS) also has recently been conferred with prestigious "Palmer Award" by Wharton.

Dr. Anu Prashaant (Asst. Prof) has 15 years of experience in academics. Her areas of Interest are Economics and Business Research. She has authored and presented various research papers in national and international conferences.

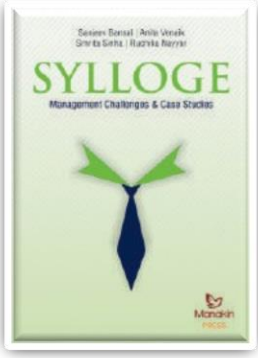
Dr. Rushina Singhi is Ph.D. in Statistics. She has 12 years of experience in teaching and corporate training. Her areas of Interest are Business Analytics and Operations Research. She has authored and presented various research papers in national and international conferences.

Lakhwinder Kaur Dhillon has more than thirteen years of academic experience. Presently, she is working as Asst. Professor in Amity Business School, Noida.

CONTENTS

1. Corporate Social Responsibility: Compliance, **2.** Predict and Prevent Attrition – A Case of Telecom Industry, **3.** Importance of Training in a Manufacturing Organization **4.** Revitalizing Audit – The HR Way, **5.** Significance of Induction in Retaining Talent, **6.** Analysing Employee Exist and Understanding Present-day Challenges of Retention, **7.** The Impact of Training and Development on Employee Performance: A Case Study of ABC Brands!, 8. Curious Case of Career Development Program in Contemporary Organization, **9.** Employee Benefits and Insurance Schemes in HTPC, **10.** Recruitment and Selection Process-A Case Study on Rico Auto Industries Ltd, **11.** Training Reforms at the XYZ Bank Ltd., **12.** Job Description: A Document of Significant Importance, **13.** Training and Development of Employees in Smiiel (A Case of Enhancement and Enrichment), **14.** HR Practice Challenges can Boostup the Startups, **15.** Recruitment and Selection Process at Bharti AXA Life Insurance Company Ltd., **16.** ON – Boarding Process, **17.** Employee Engagement : A Tata Teleservice Case Study, **18.** Issues and Implementation of HRMIS in Sanmarg Projects Pvt. Ltd., **19.** Study on Attrition Rate in IT Industry with Special Reference to XYZ, **20.** A Case Study on ABC Pvt. Ltd., **21.** Developing Career Planning Framework for Better Tomorrow – A Case of Tata Steel, **22.** Training and Development at NTPC, **23.** A Study on Employee Satisfaction Towards the Management's Decision regarding their Transfers, **24.** Connecting the Unconnected, **25.** Price War in the Export Market of Deevya Shakti Paper Mill Pvt. Ltd.

MANAGEMENT



ISBN: 9789-38667-7518
256 pg. | 2018 | HB | Rs. 695

Sylloge

Management Challenges & Case Studies

Sanjeev Bansal | Anita Venaik | Smrita Sinha | Ruchika Nayyar

ABOUT THE BOOK

'Sylloge' is a compendium of management cases that demonstrates the multiple challenges that the Indian corporate giants are
combating at the global level. Every case study is written with a specific pedagogical objective in order to enable the students to have both a high level of pronounced learning along with practical exposure. It is a body of knowledge devoted to creating tools and promoting actions taken by the corporate giants to solve strategic issues. These cases, which were presented in 'Conduit'- an International case Study Competition, organized by Amity Business School, would definitely help the managers, researchers, industrialists and academicians. It will help the corporate cosmos and the budding professionals to comprehend the critical issues and ultimately apply the strategic solutions in inter-related tasks and complexities. It focuses on four key areas of Strategic Planning – Technology, Management, Marketing and Operations.

ABOUT THE AUTHORS

Dr. Sanjeev Bansal, is Dean FMS & Director of Amity Business School, Amity University Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. ABS has also been confereed with prestigious "Palmer Award" by Wharton. In an acclaimed career span of about 28 years in teaching, research and consultancy, he has been invited to several prestigious academic / professional bodies.

He is an avid researcher having more than 150 research papers in prestigious journals. He has authored 22 books and has guided several research scholars to produce works of immense educational impact.

Dr. Anita Venaik, is a Professor and the Head of General Management Department at Amity Business School. She is also the editor of 'Amity Journal of Energy & Environment Studies,' a bi-annual journal.

During her 20 years of working in the corporate and education sector, she has worked with giants such as Coke, Bharti Telecom, and PCL. She has even taught at 5 commonwealth Universities across the globe. She shares her expertise through her published work - 9 IT books, and 2 books on management case studies.

Dr. Smrita Sinha, is an Associate Professor & Head of Business Communication Department, Amity Business School, with 18 years of experience. She is the Editor of AMITY BUSINESS REVIEW – a biannual blind peer reviewed, refereed research based International Journal and has been instrumental in getting it listed with world databases like Advanced Science Index, Germany, Indian Citation Index, UGC etc. She has authored a book on Case Studies and has published case studies in ECCH (European Case Clearance House) and many research papers and articles in National and International Journals of repute. She presented her research paper at Szent Istvan University, Hungary, Indian Institute of Management, Ahmedabad; Indian Institute of Management, Indore etc. She has been the e-content writer for post graduate project the prestigious National Project known as 'e-PG Pathshala under the UGC, NMEICT initiative of MHRD, Govt of India.

Dr. Ruchika Nayyar, Assistant Professor, Amity Business School. She holds her Master Degree in Management from Banasthali Vidyapith, Rajasthan and pursuing her Ph.D in the area of Green Marketing. She teaches Marketing Management, Consumer Behaviour, Advertising & Sales Promotion. She has published several research papers in national and international journals. Her research interest include Green Marketing, Consumer Behavior, Consumer Psychology and Advertising.

CONTENTS

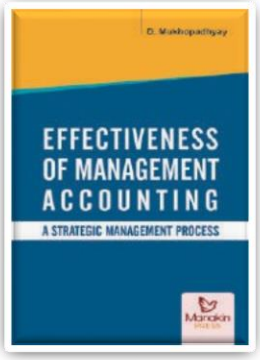
Preface, Introduction, **1.** Striving to Give an ooh la la Experience to Commuters, **2.** The Dynamics of Industrial Processes: A Case Study on Adani Wilmar's Fortune Rice, **3.** Women in IT Sector and Work-Life Balance, **4.** Retailing Steel Robustly: SAIL Ensuring Success by Managing Dealers, **5.** A Case on Luxury Car Company: The Blue Ocean Strategy, **6.** Campus Next – Enabling a Shift to Next Generation Education Management, **7.** Effects of Anthropometric Factors on Conduction Velocity of Sural Sensory Nerve of Healthy Individuals, **8.** Wacom India : Journey of Opportunity & Growth, **9.** Head Hunting – Ethical or Not? **10.** Recovery Process in SBI vis-a-vis Other Banks, **11.** Fashion That Evolves - A Case Study on YEPME.COM, **12.** Impact of Transit Metro Station on Property Prices A Case Study on Jaipur Metro Rail Corporation & Sindhi Camp Metro Station, Jaipur, **13.** A Case Study on Can Attractive Store Design Affect Consumer Behaviour?, **14.** Challenges in Advertising & Sales Promotion at Citrus Lighting Products: A Case Study, **15.** Promotion on Social Media: A Case Study, **16.** Parker Distribution Complications: A Case Study, **17.** Success Demystified - A Case Study of Tribal Fusion, **18.** Cross Country Comparison of FDI Regulation and FDI Inclusion, *Concept Notes*

MANAGEMENT

Effectiveness of Management Accounting

A Strategic Management Process

D. Mukhopadhyay



ABOUT THE BOOK

The book entitled "Effectiveness of Management Accounting: A Strategic Management Process" is the outcome of significant research for a long period of time as a CMA. It tries to find out the answers to intricate issues concerning strategic management aspects of a company remaining engaged in resource allocation and performance management problems with the help of the cost and management Accountants (CMAs). The theories of Management Accountancy have been tested and results obtained therein have been incorporated in this book in user's friendly manner. Presentation of contemporary and time honoured relevance of Management Accounting have been made in this book. The book may be considered to be a handy tool for the CMAs in particular and other professionals in general. Besides, University Professors, researchers and people dealing with day-to-day management accounting may refer this book as a guide.

ISBN: 9789-38667-7327
175 pg. | 2018 | PB | Rs. 495

ABOUT THE AUTHOR

D. Mukhopadhyay is blessed with B. Com. (Honours) from St. Xavier's College, University of Calcutta; M.Com, University of College of Business Studies, University of Calcutta; M.A. (Economics) & MFM (Master of Financial Management) Annamalai University; MBA-Pondicherry University (A Central University); LL.B., University of Calcutta; FCMA (Fellow Cost & Management Accountant) the Institute of Cost Accountants of India (ICAI-CMA), FCS (Fellow Company Secretary) the Institute of Company Secretaries of India (ICSI); Dip MAC the Institute of Cost Accountants of India (ICAI-CMA); Ph.D. (Finance) & D. Litt. (Finance + HRM) Hemwati Nandan Bahuguna Garhwal University (A Central University) and three decades' senior level experience in corporate and academics. So far Dr. Dinabandhu Mukhopadhyay has authored four books in the field of Financial & Management Accountancy and Management. He served Civil Aviation, Steel, Heavy Engineering and Power Sectors. Currently, Dr. Mukhopadhyay is Professor and Dean-Faculty of Management, Shri Mata Vaishno Devi University (SMVDU), Katra (Jammu & Kashmir) India.

CONTENTS

1. Introduction, **2**. Literature Review, **3**. Evolutionary Development of Management Accounting, **4**. Research Methodology, **5**. Data Analysis, Discussion and Interpretation, **6**. Findings and Conclusion, **7**. Limitation and Future Direction of Research

MANAGEMENT

FORTHCOMING

Consumer Affairs and Customer Care

Dr. Anamika Kadam | Nitish Bagdi

ABOUT THE BOOK

ABOUT THE AUTHORS

Dr. Anamika Kadam is an Assistant Professor at ARSD College, University of Delhi and have 13 years of teaching experience with undergraduate and post graduate courses like B.Com (H), B.Com and M.Com respectively. She pursued her graduation and post graduation from St. John's College, Agra and was awarded Ph.D in marketing from Dr. B.R Ambedkar Universitry, Agra. She has published research papers in reputed journals. Her area of interest include Principles of marketing and Business Management.

Mr. Nitish Bagdi is presently pursuing Ph.D in marketing from Department of Commerce, Delhi School of Economics, University of Delhi. He Pursued his B.Com(H) and M.Com from Shri Ram College of Commerce, University of Delhi. He has 3 years of teaching experience at university of Delhi. He has written a book on "Business Organization and management " and written several research papers in international and national journals and has presented papers in international conferences. His areas of interest include marketing, finance and Business Management.

ISBN: 9789-38667-7990
210 pg. | 2023| PB | Rs. 695

MANAGEMENT

ISBN: 9789-38667-7846
200 pg. | 2020| PB | Rs. 995

Research Methodology

Sandeep Kumar

ABOUT THE BOOK

Research methodology is a comprehensive book that presents the basic concepts as well as broad and up to date functions and techniques of research. It provides a step wise understanding of research process with proper blend of theory & numerical. The fundamental concepts of statistics and real case studies are also included in this book. SPSS instructions are provided for data analysis.

ABOUTH THE AUTHORS

Dr. Sandeep Kumar at present is Professor in Deptt. of Management at Tecnia Institute of Advanced Studies, Delhi (Affiliated to GGS IP University , Delhi). He has 22 years of teaching and industrial experience at various levels. He has authored a number of papers published in different National and International Journals and also presented at various Conferences. He has authored 12 books in management and allied subject. He is reviewer of International Journal 'Emerald Journal of Emerging Market (UK) , Financial Markets, Institutions and Risks (Ukraine), International Journal of Electronic Communications Engineering Advanced Research (IJECEAR) and Journal of Management and Training for Industries(Japan) . He is also associated with I.C.W.A.I, I.I.C.S.I., I.C.A.I., A.I.M.A., GGS IP University, Mewar University (Chittorgarh) and ICFAI University. His area of interest is Marketing Management, Operation Research, Business Statistics, Information technology, Human Resource Management and Research Methodology.

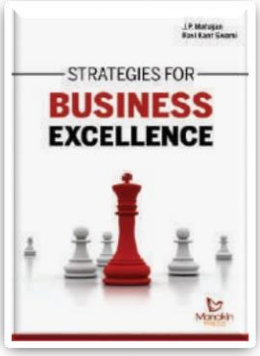
Sweta Bakshi at present is Research Scholar at Ranchi Universty, Ranchi. She has more than 12 years of teaching and industrial experience at various levels. She has authored 6 books in management and allied subjects. He has authored a number of papers published in different National & International Journals and also presented at various conferences. She is associated with I.C.W.A.I, I.I.C.S.I. and A.I.M.A., Her area of interest is Human Resource Management, Marketing Management, Strategic Management, Research Methodology, Operations Research and Business Statistics.

CONTENTS

1. Research Methodology - Introduction, **2.** Defining & Formulation of Research problem, **3.** Research Design, **4.** Sampling Fundamentals, **5.** Sampling Design, **6.** Measurement and Scaling techniques, **7.** Methods of Data Collection, **8.** Primary Data, **9.** Secondary Data, **10.** Data Processing, **11.** Data Analysis, **12.** Testing of Hypothesis- Parametric Test, **13.** Testing of Hypothesis - Non parametric Tests, **14.** Chi Square tests, **15.** Analysis of Variance, **16.** Multivariate Analysis, **17.** Data Interpretation & Report writing, **18.** Computers & Research, **19.** Statistical Packages – SPSS, Excel, *Bibliography*

RECENT

MANAGEMENT



ISBN: 9789-38667-7648
275 pg. | 2019 | HB | Rs.1895

Strategies for Business Excellence

J.P. Mahajan

ABOUT THE BOOK

This National Conference aims at discussing the need and ever-increasing parameters of business excellence. It will be the result of exchange of views from participants throughout the Indian sub-continent. The respective viewpoints and perspectives of about four hundred participants will be amalgamated in order to suggest mechanisms to accelerate the pace of business excellence in the face of present-day fierce competitive environment.

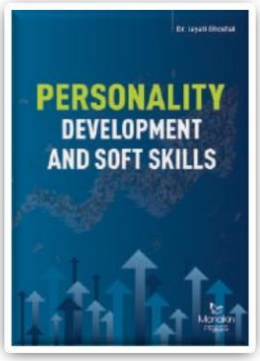
ABOUT THE AUTHORS

J.P. Mahajan will be the Chief Editor of the book. He is currently working as Prof. & Head, School of Management, Delhi Technical Campus (DTC). Before joining DTC, he was working as Associate Professor of Commerce at Kirori Mal College, University of Delhi. During his teaching career spanning more than 44 years, he has authored more than one-and-a-half dozen books on General Management, Marketing, Human Resource Management and Business Entrepreneurship.

Ravi Kant Swami will be the Associate Editor of the book. He is currently working as Professor, School of Management, Delhi Technical Campus (DTC). He did his schooling from Saint Anthony's, Jodhpur, Graduation (Economics, Political Science & Philosophy) (1993) and MBA (Finance) (1995) from Jai Narayan Vyas University, Jodhpur. His doctoral thesis titled "Foreign Direct Investment Flows into Indian Economy-A critical evaluation of the liberalization period" was awarded by the University of Rajasthan, Jaipur in 2010. He has attended short-term courses at MDI, Gurgaon, ABVIIITM Gwalior, IIM Kozhikode, IIM Calcutta, IIFT & IIM Bangalore. During his professional career spanning more than 21 years, he has taught at Banasthali Vidyapeeth, Om Kothari Institute of Management (Kota), Maharishi Arvind Institute of Science and Management (Jaipur), Hindu Institute of Management (Sonipat) and Arni University. He served as Professor and Dean at Arni School of Business Management (2010-2017) and also Registrar of Arni University (2014-2017). Dr. Swami has guided two doctoral theses, Eight M.Phil. Dissertations & forty MBA dissertations. He has attended several conferences and also has several national and international publications to his credit -- International Journals: 7; National Journals: 6; International Conferences: 5; National Conferences: 5; Book: 1 (Lambert, Germany).

MANAGEMENT

Personality Development and Soft Skills



Dr. Jayati Ghoshal

ABOUT THE BOOK

This book is aimed to develop the Communication abilities of the students and develop their Personality and Soft Skills. This is a general book and depicts Personality as the most important aspect of a human being which indicates his/her nature, behaviour, character, habits, relationship in public as well as personal life. it is the personality which determines apparent suitability, acceptability and accountability of a person in his or her career as well as secure period. Keeping in mind the increasing prominance of modern, learning mechanisms, three new chaptes on e-learning, language laboratory and communication skills are added in this book to make it very interesting.

Further, this book is written very simple language and suits the interest of common man, student and any professionals, It is full of attractive images, tables and diagrams. Any one who wants to enhance the Personality, Soft Skills and Communication Skills will surely benefit from this book and will be able to get success in their career.

ISBN: 9789-38667-7877
350 pg. | 2022 | PB | Rs. 695

ABOUT THE AUTHOR

Dr. Jayati Ghoshal, Asst. Professor is teaching communication skills in Chaudhary Brahm Prakash Government Engineering College, New Delhi from 2013. She has been teaching English to B.Ed. & M.A. students from 1994. She has written many articles and books. She has also attended and given presentations in many conferences and seminars in several reputed colleges and institutions in India. She is M.A. (English), Ph.D. (English), M.Phil (Ed.), B.Ed. and M.Ed. She has got 'A' grade from Jamia Millia Islamia in the orientation course. She is very enthusiastic and always ready to develop the listening, speaking, reading and writing skills of the aspiring students in English.

CONTENTS

Introduction; 1. Personality Development; 2. Soft Skills; 3. Communication Skills; 4. Résumé or Curriculum Vitae; 5. Group Discussion; 6. Job Interviews; 7. Body Language; 8. Enhance Your Writing Skill to Create an Impression; 9. Fog Index; 10. Beware of Pitfalls Avoid Errors; 11. Language Laboratory; 12. Acquaintance with E-learning Concepts and Techniques 13. Massive Open Online Course (MOOC); 14. Nature of Communication 15. Business Correspondence; 16. Report Writing; 17. Vocabulary 18. OralPresentation

MANAGEMENT

India Towards 100% Financial Inclusion

A. Rajmani Singh

ABOUT THE BOOK

Inclusion of Finance or Financial Inclusion is one of the basic requirements for inclusive growth and development of the country. The present government is trying its best for inclusion of every citizen of the country by adopting various schemes and strategies. Pradhan Mantri Jan Dhan Yojana (PMJDY) is one of the significant steps taken by the government. However, despite of all these efforts, the target 100 per cent level of financial inclusion throughout the country is far behind the expectation particularly the sister states of Northeast India and other states and union territories in general.

The present book is an attempt to provide a comprehensive area of financial inclusion compiling 27 different research papers contributed by eminent scholars, academicians and researchers. All research papers inside this book, discussed on various issues of financial inclusion ranging from historical background to evolution to concept to methods and techniques adopting for inclusion of more of financially excluded people of the country. Further, it is also highlight the status and position of financial inclusion in all the states and union territories of the country and finally the ways and means to achieve the 100 per cent financial inclusion of India.

ISBN: 9789-38667-7914
190 pg. | 2020 | PB | Rs. 1295

ABOUT THE AUTHORS

A.Rajmani Singh M.Com (Gold medalist) and Ph.D. from Manipur University, is currently working as Professor of Finance and Accounting in the Department of Commerce, Manipur University, Imphal. He has published eleven books and 71 research papers in national and international repute. His eleven books include Handlooms of Manipur; Commerce Education in North East India; Financial Inclusions for Inclusive Growth; Youth, Peace and Development, Tourism Industry in India, Tourism Industry in North East India, Microfinance for Poverty Alleviation, Microfinance: Boon or Bane are worth mentioning. In the last three decades, he has been attending and participating 53 national and 21 international seminars and conferences as paper presenter inside and outside the country and also actively participating as chairperson and discussant in the technical sessions. His area of interest is Finance (Microfinance, personal finance, Financial Management and Security Analysis and Portfolio Management), Management Accounting, Management and Marketing. Singh was the founder President of the Association of Commerce Alumni (ACA) Department of Commerce, Manipur University and also the founder president of Manipur University Alumni Association (MUAA). Currently he has been associating with Indian Association of Life Skills Education, (IALSE) as Jt. Secretary and Vice President, North East India Commerce and Management Association (NEICMA). Further, he has also been consultant to several Microfinance Institutions, Non-Government Organizations and SHGs, JLGs of the state in particular and region in general.

MANAGEMENT

ISBN: 9789-38667-7860
205 pg. | 2019 | PB | Rs. 895

Employee Perspective

Making & Breaking of Organisations

Dr. Abhishek Sharma

ABOUT THE BOOK

There is an increasing realization that talent is an important competitive advantage and most important asset into knowledge based economies. It is the employee's perspective towards the workplace, organization and job which determine his behavior and performance and finally influences the organization's mission, goal and achievement. In essence, how people behave and perform at work often depends on how it feels about being there.

The first section of the book describes Job attitudes and its importance in today's context with detailed description and broader coverage of concepts and their inter relations. This book presents a comprehensive account of major job attitudes. Special emphasis is given on the significance of each job attitude in its influence on the individual outcomes and behavior in organizations.

The second section of the book presents the detailed report of a research conducted on vital but relatively less explored healthcare sector employees. This section of the book presents the status, achievements and unique challenges for health care in India, particularly for government health sector. Results of the study and findings are presented in the specific context of employees working in high performance pressure organization. Findings also stress on difference between the HR practices in other sectors and health care sector.

This book is an integrated, comprehensive and all-inclusive collection of review, research, field study, explanation and implications of issues related to inter relations between organizational factors and various positive and negative job attitudes, in general as well as specific to health care sector. It will be a rich source of information and valuable for guiding future research. Professionals and practitioners will be able to get insights, inferred practices and implication based on through review and specific research.

ABOUT THE AUTHOR

Dr. Abhishek Sharma, UGC-NET, Ph.D (Psychology, Banaras Hindu University, India), specializes in organizational behavior. He has worked extensively in the area of organizational climate, job attitudes, individual outcomes and well-being. His research interests are Job attitudes and Human factors in performance and sustainability of organizations.

Dr. Sharma has more than seven years of teaching experience. He has served and taught in prestigious organizations like Banasthali University and Indian Institute of Management Raipur, Currently he is serving as Assistant Professor in Faculty of Management and Behavioral sciences, Sardar Patel University of Police, Security and Criminal Justice Jodhpur, India.

He has published research papers in national and international journals, including journals published by ISTD, IIMS, ECRTD, Sage, Springer etc. and also written chapter in books published by national and international publishers, including Bloomsbury Publication., McMillan Publication, and Emerald Publishing etc. Dr. Sharma has received awards and honours in his account, including Government of India Merit Fellowship, Best paper awards, Award of Excellence in Article Writing, Microteaching, Seminar presentation etc.

Dr. Sharma is engaged in training and consultancy also and organized various behavioural and soft skills training programs and expert sessions for NABARD, MSME, Leap Green Energy Pvt Ltd., DRDO, NEPA, IIT Jodhpur, AIIMS Jodhpur, Rajasthan Police Academy, and North Eastern Police Academy etc.

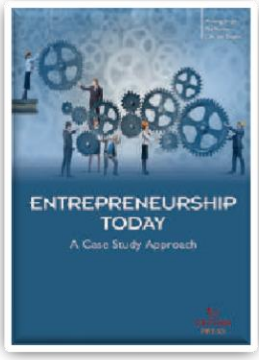
CONTENTS

SECTION-A 1. Attitude **2.** Job Attitudes **3.** Job Satisfaction **4.** Job Involvement **5.** Organizational Commitment **6.** Turnover Intension **SECTION-B 7.** Health Care in India **8.** Organizational Behavior Issues and Factors in Healthcare **9.** Issues for Research and Emergence of Study **10.** Method **11.** Results **12.** Discussion

MANAGEMENT

Entrepreneurship Today
A Case Study Approach

Anurag Singh | Rajkumar | Om Jee Gupta



ISBN: 97893-8834-2247
446 pg. | 2019 | PB | Rs. 795

ABOUT THE BOOK

Entrepreneurship is a medium of providing solution to societal problems, by new ideas and innovation. India has been a prioritized destination of Entrepreneurs since 2015, due to country's rapid economic growth. As per World Bank's report of "Ease of Doing Business", released in 2018, India has made a noteworthy push from 100th rank to an adequate rank of 77th among 190 countries. The progress in "Ease of Doing Business" ranking has made India a favorable destination for overseas as well as domestic Entrepreneurs. To encourage young Indians, the Government of India has introduced many policy measures such as "Incubation Centers", "Make in India", and "Start-up India". Despite of these, Indian Entrepreneurs are yet to work with aggression in today's ultra-competitive business world due to problems in Entrepreneurial ecosystem. Assessing the concern, related to Indian Entrepreneurship, this book is an earnest attempt to highlight the resolution of many Entrepreneurial problems through cases, empirical work and literary work on MSME and Rural Entrepreneurs, Entrepreneurial Culture, Entrepreneurial Competencies, Entrepreneurial Orientation, Women Entrepreneurship, Agripreneurship, Social Media & Technological Interventions in Entrepreneurship, and Social Entrepreneurship, etc. The book is useful for policymakers, academicians, researchers, students and Entrepreneurs.

ABOUT THE AUTHOR

Anurag Singh is contributing as Associate Professor in Institute of Management Studies, Banaras Hindu University. He is M.B.A. and Ph.D. in Marketing with more than nineteen years experience in teaching, research, consultancy and training. He has presented several research papers in National and International Seminars and has published numerous research papers in journals and edited volumes of International repute. He is actively involved as a trainer with many Government organizations like MSME, Indian Oil, Design Innovation Center and PVVNL. Dr. Singh has edited many books, completed a minor research project and organized several workshops on research methodology and seminars in Management, Marketing and Innovation areas. Dr. Singh is serving on editorial board of many National and International journals. In past, Dr. Singh has worked with F.M.S., Gurukul Kangri University, Haridwar, and J.N.S.o.M., Assam University, Silchar.

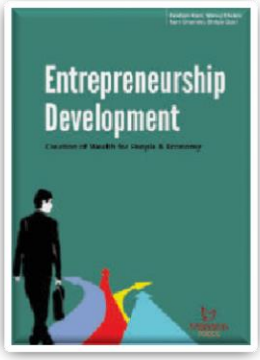
Raj Kumar is currently serving as a Vice-Chancellor, Panjab University, Chandigarh, India. Prior to this, he served as Director & Dean of Institute of Management Studies, Banaras Hindu University, Varanasi. He is D. Litt., Ph.D., MBA and M.Com, with more than 35 years of teaching and research experience in the areas of Insurance, Capital Market and Entrepreneurship. He has authored many books, completed six research projects, and organize many workshops in the area of Entrepreneurship such as Entrepreneurial Development program and 4 QIPs (AICTE). He is serving as an expert member in Academic Council/ Board of Studies of many of Universities/ Institute.

Om Jee Gupta is pursuing 'Doctor of Philosophy' at Institute of Management Studies, Banaras Hindu University, Varanasi. He did his MBA (IB) from Devi Ahilya Vishwavidayalaya, Indore and has qualified UGC-NET (Management) in 2013. His research interests are International Marketing, Consumer Behavior, and Indian Ethos. He has published many research papers in Journals and has demonstrated his research work at several National/International Conferences in India. He was also a member of the "Indian Youth Delegation to China-2017", jointly organized by Ministry of Youth Affairs & Sports, Government of India and People's Republic of China. He has attended several workshops on Research Methodology, SPSS, AMOS etc.

CONTENTS

Section 1 **1.** Problems Faced by Indian Entrepreneurs **2.** Rural Entrepreneurship: Challenges, Problems and Opportunities in Indian Scenario **3.** Growth and Prospects of Micro, Small and Medium Enterprises in India **4.** Small Scale Industrial Units: A Conceptual Revisit **Section 2** **5.** Entrepreneurial Culture: The Need to Transform the Culture and Drive Long Term Growth **6.** Entrepreneurial Competencies: Un-leasing Latent Potential in Contemporary Business **7.** Individual Entrepreneurial Orientation: A comparative Study of Management and Engineering Students **8.** Effect of Entrepreneurial Training on Engineering Students' Entrepreneurship Intent and Entrepreneurial PersonalityTraits

MANAGEMENT



ISBN: 9789-38929-6631
446 pg. | 2020 | PB | Rs. 895

Entrepreneurship Development

(Creation of Wealth for People &Economy)

Dr. Krishan Kant | Dr. Ram Chander | Dr. Manoj Shukla | Dr. Shilpa Goel

ABOUT THEEDITORS

Dr. Krishan Kant, an academician par excellence, Principal at Aggarwal College Ballabgarh, has a distinguished teaching carrier of 30 years. He has been guiding research students for a very long time, has published/presented 300 research papers and authored/edited 09 books. He has already completed four Research Projects and one awarded by BRNS (DAE) is in progress. Besides attending several workshops, he has organized thirty six National/International Conferences/Seminars/Symposia in the college and delivered 60 invited talks on various technical issues as well as chaired technical sessions in various National, International Conferences and Seminars. He is a life member of 9 National and International academic societies and has also visited several countries for academic pursuits. He has also been honored with the best Principal award (2016) by EETCRS (ABA-16) and has been conferred the Excellent Principal in Haryana award by National Haryana Education Summit & Awards (2015). He is a Governor Awardee Haryana for two consecutive years (2017 & 2018) for various Youth Red Cross activities.

Dr. Manoj Shukla has been serving as Associate Professor and Head, Department of Economics at Aggarwal College Ballabgarh since 1989. He is coordinator of IQAC of the college. He has presented papers in 25 National and International Conferences and Seminars. He has published papers in several edited books and journals and attended five workshops and has been the convener of 6 National Conferences and Seminars organized at Aggarwal College Ballabgarh and he has delivered invited talks in 4 National and International Conferences and Workshops. He is Life Member of Indian Economics Association and Indian Commerce Association.

Dr. Ram Chander is working as a Librarian and Head, Department of Library and Information Science, Aggarwal College Ballabgarh. He has also authored several books on Library Science. He is life member of many professional bodies like ILA, HLA and IASLIC. He has organized a number of National and Regional Seminars, Conferences and Workshops. He is supervising many students of M.Lib Sc., M.Phil and Ph.D of various Universities on India. He is Managing Editor, International Journal of Library & Information Management (ISSN: 0975-878X) and International Journal of Professional Development (ISSN: 2277-517X). He is actively engaged in academic work.

Dr. Shilpa Goel is currently working as Dean & Head, Department of Management, Aggarwal College Ballabgarh. She is having more than 19 years of experience in teaching and research. She has authored four books and presented papers in 35 National and International Conferences and She has 10 research papers to her credit. She is an active member of Advisory Board of RMS Journal of Management and IT's Entrepreneurial Development program and 4 QIPs (AICTE). He is serving as an expert member in Academic Council/ Board of Studies of many of Universities/ Institute.

Om Jee Gupta is pursuing 'Doctor of Philosophy' at Institute of Management Studies, Banaras Hindu University, Varanasi. He did his MBA (IB) from Devi Ahilya Vishwavidayalaya, Indore and has qualified UGC-NET (Management) in 2013. His research interests are International Marketing, Consumer Behavior, and Indian Ethos. He has published many research papers in Journals and has demonstrated his research work at several National/International Conferences in India. He was also a member of the "Indian Youth Delegation to China-2017", jointly organized by Ministry of Youth Affairs & Sports, Government of India and People's Republic of China. He has attended several workshops on Research Methodology, SPSS, AMOS etc.

CONTENTS

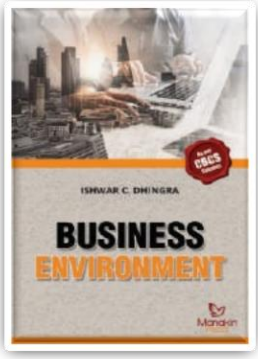
Section 1 1. Problems Faced by Indian Entrepreneurs **2.** Rural Entrepreneurship: Challenges, Problems and Opportunities in Indian Scenario **3.** Growth and Prospects of Micro, Small and Medium Enterprises in India **4.** Small Scale Industrial Units: A Conceptual Revisit **Section 2 5.** Entrepreneurial Culture: The Need to Transform the Culture and Drive Long Term Growth **6.** Entrepreneurial Competencies: Un-leasing Latent Potential in Contemporary Business **7.** Individual Entrepreneurial Orientation: A comparative Study of Management and Engineering Students **8.** Effect of Entrepreneurial Training on Engineering Students' Entrepreneurship Intent and Entrepreneurial Personality **Section 3 9.** Entrepreneurial Intent of Gen Z **10.** Role of Entrepreneurship in Economy: A Current Perspective **11.** Entrepreneurship and Regional Development: Exploration through Cases **12.** Balancing Fashion and Price: A Case Study of Octave Apparels Ludhian **Section 4 13.** Women Entrepreneurship in India: Problems and Prospects **14.** Women Entrepreneurship: Opportunities and Challenges **15.** Indian Rural Women Entrepreneurship: A Perceptual Insight of Urban Residents with Special Reference to Delhi **16.** Moringa Cultivation as an Agribusiness Entrepreneurial Opportunity: Issues, Prospects and Strategies **17.** Economic Impact of Small Tea Cultivation on the livelihood of Small Tea Cultivators: A Study of Lakhimpur District of Upper Assam **Section 5 18.** Social Entrepreneurship: A Case Study on Appropriate Ecosystem of Skill, Employment, Economy and Environment **19.** Entrepreneurship in Rural Areas: A Critically Neglected Precondition for Social Advancement **20.** Pipal Tree: A Handicraft Entrepreneurial Case Study of Rural India **21.** Developing Leaders through Social Entrepreneurship: A case study of GITAM University **Section 6 22.** Role of Social Media in Entrepreneurship **23.** Role of Social Media in Promotion of Micro, Small and Medium Enterprises

MANAGEMENT

Business Environment

As Per CBCS for B.Sc. Hons. & Prog.

Ishwar C. Dhingra



ISBN: 9789-38667-7792
986 pg. | 2019 | PB | Rs. 1595

ABOUT THE BOOK

'Business Environment' is designed as a textbook to meet the requirements of under-graduate and post-graduate students of Indian universities following the New syllabus requirements and guidelines prescribed by UGC. The book would also prove highly useful for students at all Business Schools and Management Institutions, as also for students in engineering colleges. The book begins with the adage that 'business is like swimming'. Before a trained professional swimmer enters a water body ,his training persuades him to take a holistic look at the body: depth of water at different parts, volatility of water, speed of water, availability of safety equipment and other paraphernalia. Besides, he has to make sure there are no sharks embedded deep in the water body. After a rigorous examination he enters the water. Still he takes care of the fact that he still is not immune to many unknown hazards and uncertainties .

Business too. It is full of hazards, risks and uncertainties. A whole body of socio-Cultural, political, legal, demographic and natural factors as also state of different economic variables and government policies influence its decisions. All these constitute the 'Environment'. We explore these different dimensions of environment as they obtain in India.

ABOUT THE AUTHOR

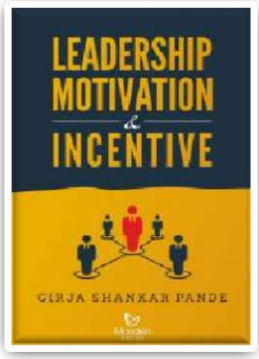
Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

Business Environment | Commerce | Economics | Management

MANAGEMENT

Leadership, Motivation and Incentive

Girja Shankar Pande



ISBN: 9789-38929-6365
180 pg. | 2020 | PB | Rs. 695

ABOUT THE BOOK

Leadership, Motivation & Incentive are three pillars of a successful career in both business and corporate life. Everything a human being does is imbibed by the social nature of men and what he does is all driven by the desire to excel and achieve. The original idea of this book is to discuss leadership, motivation and incentive in details so as to enable us to understand how to speed up the engine of industrial development. The topics of leadership, motivation and incentive have deep inseparable relationship with industrial production which is engine of a development for a nation and all three of these thrive in an environment which has all positives like good labour laws, harmonious industrial relations which encourage equal participation from workers in management. The book will help future and current managers and business leaders to learn how to lead organizations towards path of development. The book will also be very useful for students who aim and strive to carve out a successful career path as they stand to benefit immensely from experiences and motivational stories shared in the book. The author is sure that libraries and students all across the vast spectrum of management, economics, commerce, business leadership, motivation etc. Will all find to be a very useful addition to their collection essential motivational books.

ABOUT THE AUTHOR

Girja Shankar Pande is a Management professional. After receiving his B.Sc. and M.Sc. (Chemistry) degrees from Agra University, he started his career as an Analytical Chemist with Oil & Natural Gas Commission (ONGC). He also completed a two-year course in Russian language from M. S. University, Baroda. He served in the Indian Army as a commissioned officer in the EME for over 11 years and returned to ONGC as an Administrator in the Bombay offshore project. He completed a two-year PG Diploma in Management Studies from Jamnalal Bajaj Institute of Management Studies, Mumba, and M.B.A (Human Resource Management) and Ph.D. from Jai Narain Vyas University, Jodhpur. He took voluntary retirement in April 1999 after having worked with ONGC for over 25 years as Chief Manager Personnel and Administration. ONGC provided him with a long experience of managing projects, personnel, administration, training, etc. in various projects.

Besides pre-commission training in the Officers Training Academy, Madras and Professional Training Programs of Corpse of EME of the Indian Army, he has attended many training programmes at Administrative Staff College, Hyderabad, IIM Bangalore, NIITTI Mumbai, Management Development Institute (MDI) Gurugram, ONGC Management Development Academy, Dehradun and numerous other in-house training programmes of the Indian Army and ONGC. A Life Member of National Institute of Personnel Management (NIPM) Calcutta, he was a visiting faculty in Management at Bhartiya Vidya Bhawan, U P Agriculture University, Pant Nagar, Kumaon University, Nainital and some other universities, and reputed institutions. Based at Haldwani near Nainital in Uttarakhand, he also freelances as a Management professional.

NEW

MANAGEMENT | Commerce

ISBN: 9789-38667-7747
490 pg. | 2018 | PB | ₹ 795

व्यावसायिक संचार

आर.सी. भाटिया

As Per CBCS B.Com (Hons.) B.Com & Other Courses

पुस्तक के बारे में

प्रस्तुत पुस्तक अनुदान आयोग विश्वविद्यालय की बी.कॉम (प्रोग्राम), सिमेस्टर IV–BC 4.1, एवं बी.कॉम. (ऑनर्स) सिमेस्टर II-BCH 2.1, के विद्यार्थियों के लिए विशेष रूप से Choice Based Credit System (CBCS), के पाठ्यक्रम को ध्यान में रखकर लिखी गई है। पुस्तक सरल व सुबोध भाषा में लिखी गई है। विषय को रुचिकर बनाने के लिए अध्याय के अन्त में व्यावहारिक प्रश्न एवं उनके उत्तर, विद्यार्थी गतिविधियाँ भी दी गई हैं।

लेखक के बारे में

डॉ. आर. सी. भाटिया, एम. ए. (अर्थशास्त्रा), एम. कॉम., पी.एच.डी., वाणिज्य विभाग, श्याम लाल महाविद्यालय (सांध्य), दिल्ली विश्वविद्यालय, दिल्ली में व्यावसायिक संचार विषय में अध्यापन कर रहे थे। साथ ही ये प्रशिक्षण एवं तकनीकी शिक्षा निदेशालयों, इंस्टिटयूट ऑफ कम्पनी सेक्रेटरी ऑफ इंडिया (ICSI), इंदिरा गाँधी नेशनल ओपन विश्वविद्यालय (IGNOU), सेन्ट्रल बोर्ड ऑफ सकेन्डरी एजुकेशन (CBSE), ऑल इंडिया मेंनेजमेंट एसोसियेशन (AIMA), से भी संलग्न हैं। इसके अतिरिक्त बहुत सी केन्द्र एवं राज्य सरकारों की वोकेशनल परीक्षा एवं पाठ्यक्रम कमेटियों के दक्ष एवं सदस्य (Expert and Member) भी हैं। लेखक द्वारा 30 पुस्तके अंग्रेजी एवं हिन्दी में एवं कुछ रचनाएं दैनिक पत्रों एवं यू.जी.सी. जर्नलस में प्रकाशित हो चुकी हैं।

लेखक द्वारा लिखित पुस्तकें विद्यार्थियों में बहुत लोकप्रिय हैं।

प्राक्कथन

1. सम्प्रेषण की प्रक्रिया, प्रवृति, महत्व तथा भूमिका का अर्थ, 2. सम्प्रेषण के प्रकारः मौखिक और गैर–मौखिक, 3. गैर–शाब्दिक संचार, 4. सप्रेषण के सचरण/प्रकार, 5. सचार के अवरोधक और प्रवेशद्वार, 6. प्रभावशाली लिखित संचार के सिद्धांत, 7. व्यापार संबंधी पत्र व्यवहार का अर्थ, परिभाषा और महत्व, 8. व्यापार पत्र के अंग एवं उनके प्रारूप, 9. खरीद लेनदेन में लिखे गए पत्र, 10. पूछताछ पत्र, 11. कोटेशन पत्र, 12. आदेश पत्र, 13. आदेश स्वीकृति का पत्र (आदेश स्वीकारना और अस्वीकृत करना), 14. फॉलो अप पत्र और ऑर्डर पत्र का निरस्तीकरण, 15. शिकायत, दावे और समायोजन पत्र,
16. संकलन पत्र, 17. परिपत्रक, 18. बिक्री पत्र (बिक्री संवर्धन पत्र या व्यापार परिपत्रक), 19. उपभोक्ताओं द्वारा बैंक को लिखे गए पत्र, 20. साख, वित्तीय या स्थिति पूछताछ, 21. व्यावसायिक भाषा और उसका प्रयोग, 22. अनेक शब्दों के लिए एक शब्द, 23. मुहावरे और लोकोक्तियाँ, 24. आधुनिक तकनीक, 25. संबंध सूचक अव्यय/पूर्वसर्ग से जुड़े शब्द, 26. विविध आधिकारिक बैठकों की अधिसूचना, एजेंडा और मिनट, 27. सीवी और आवेदन पत्रा लिखना, 28. ज्ञापन और इंटरऑफिस ज्ञापन, 29. रिपोर्ट लेखन, 30. ग्रीष्म परियोजना रिपोर्ट, 31. उल्लेखों के उदाहरण, 32. मौखिक प्रस्तुति

Economics | Environmental Economics | Renewable energy | Green buildings | Sustainable transport Water management | Waste management | Land management

BY THE SAME AUTHOR

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

ECONOMICS

Green Economy

Opportunities and Chanllenges

Ishwar C. Dhingra

ISBN: 9789-38622-1766
448 pg. | 2018 | HB | Rs. 1295

ABOUT THE BOOK

Mother Earth is under stress. This is not because of any natural phenomenon but something which is our own creation. Earth has suffered a great irreversible damage, in the first half of the 20th century, primarily due to two major world wars fought amongst the so called major powers that were out to subjugate not only the weaker but also resourceful countries to further their own interests. In the second half of the last century and subsequently in the decades that have followed nations are caught in a devilish race to exploit the resources that nature has provided to mankind, with no artificial divisions and restrictions. Nature is bountiful. It has sufficient to meet the ever-increasing needs of mankind. But it cannot meet its greed. Man has and continues to indulge in reckless exploitation of natural resources. This has resulted in immeasurable environmental damage and costs. Situation demands a concrete re-approach to reverse these damages else it will be too late and whole of earth will merge into great deserts of Thar or Sahara or Gobi.

This book is a conscious effort on the topic as root cause of all the problems are the human economic activities and it is by turning these into nature friendly or green as we call them, we can continue to live without any damage to our surroundings. The book has a global approach with an eye on our domestic issues aswell.

CONTENTS

1. Green Economics: An Introduction, **2**. Global Environmental Issues, **3**. Global Response to Green Economy Initiatives, **4**. Green Economy Strategies, **5**. Guidelines to Green Agriculture, **6**. Guidelines to Green Fisheries, **7**. Guidelines for Green Water Sector, **8**. Guidelines for Green Forest, **9**. Guidelines for Green Renewable Energy, **10**. Guidelines for Green Manufacturing, **11**. Guidelines for Green Waste Management, **12**. Guidelines for Greening Building, **13**. Guidelines for Green Transport, **14**. Guidelines for Green Tourism, **15**. Guidelines for Green Cities, **16**. Success Stories in Green Economy, **17**. International Initiatives for Green Economy, **18**. Profile of Natural Resources and Issues thereof in India, **19**. Green Economy Issues in India

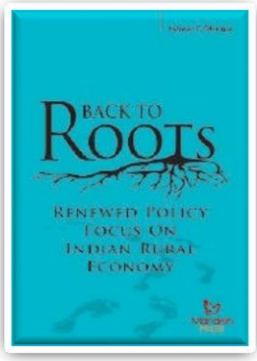
Economics | Regional / Spatial Science | Financial Economics | Development Economics | General Reading

ECONOMICS

Back to Roots

Renewed Policy Focus on Indian Rural Economy

Ishwar C. Dhingra



ISBN: 9789-38667-7204
448 pg. | 2018 | HB | Rs. 1595

ABOUT THE BOOK

The current Black Swan event conceived and implemented by the Union Government has left bare open dark side in one and all sectors of the economy. Called Demonetisation (follow on Remonetisation) it is no more seen as a way to demolish parallel economy alone, it has emerged out as a tool of transformation of the economy. Layer by layer new inroads have been seen and probed into. Most of the time weaknesses holding back the progress have been identified. That is just one big gain of Demonetisation, even when there is plenty more.

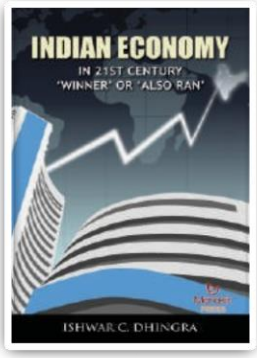
Immediately after the process got set to go in operation a major cause of worry was the realisation that the status of rural sector in the overall strategy was underestimated by the programmers and that could become the major obstacle, as was the Hanuman's tail in one of the episodes in Mahabharata. No wonder, the rural sector became the top priority sector for redemption and improvement. Just as in early 1950s it was stressed by the planners that everything can wait but not agriculture. In 2016 it was made clear that it was the rural sector of the Economy that needed serious attention if the transformed Indian economy was to march successfully to the goal of Sustained, Inclusive and Rapid Growth.

However, the structure of rural sector presently is different in colour, composition and texture than what it was in 1950s. Logically, the components of strategy to uplift the sector have to be different. Literature on the subject abounds with research studies and scholarly write ups by professionals and rich academicians. We hope to integrate these studies and make a scheme for rural uplift in India.

BY THE SAME AUTHOR

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

ECONOMICS



ISBN: 9789-38622-1629
954 pg. | 2018 | HB | Rs. 1895

Indian Economy in 21st Century

'Winner' or "Also Ran"

Ishwar C. Dhingra

ABOUT THE BOOK

Indian economy is on the move. Beginning in early 1990s the economy moved swiftly riding piggy back on the new growth paradigm of globalisation and liberalisation. Globally, free markets were fast engulfing the economy and were creating a new world order in which every individual country was supposed to be a "winner". The simple philosophy of growth was: create, generate and nurture production enterprises and aid them to acquire global competitiveness. Let the old, tired, exhausted, inefficient, low productive units be weeded out by market forces. Let the efficient world economy provide new work station for those who have fire in tummy. India was the forerunner among emerging economies that got pegged to this philosophy and enjoyed the fruits of "Consumption led growth" after bearing initial hiccups, India emerged as the front runner and reached the high growth trajectory. For the first time in history India enjoyed the fruits of the economy that was growing at an annual average rate of 8% and above.

However, as has happened many times in the past the global economy lost its moorings by the close of the first decade of the new century. But, wonder of wonders India could survive the global mayhem and held steadfast to its position. This was made possible, largely, by the institutional - structural transformation that India has undergone in more recent times. Will India keep its march and emerge as the "driver" of the global economy, or would the engine fritter away its steam and get added to the long list of "also ran". This theme has been exhaustively dissected in this book.

ECONOMICS

ISBN: 9789-38622-1148
640 pg. | 2017 | HB | Rs. 1895

Reform to Transform

Dynamics of Indian Economy During Modi-Era

Ishwar C. Dhingra

ABOUT THE BOOK

'Change' is the law of life, be it an individual or a nation. As a matter of fact 'change' is the only fixed factor universally that keeps on changing. Change calls for a change, it calls for human intervention, and if human intervention fails to read the pulse or see the direction in which wind is blowing the law of nature sets into work. After working with 'state - controlled' model of economic growth for a period of four decades ending late nineteen eighties, we made a switch over to market - oriented framework. It worked well for about a decade and a half, before fatigue set in.

Crony capitalism bared opened its fangs. Survival of nation - state was at stake. In this gloom and distress the General Elections of 2014 brought to fore the need for a total transformation of the social - economic institutional and administrative structure. The new government lost no time in responding to the need of the hour.

Three years down the line we make an inventory of what progress we have made towards reaching the stated goals, where we have lagged behind and most important what is the plan of action. "We can and we will." is the message coming out of the corridors of power.

CONTENTS

1. From Change to Transformation, **2**. Administration and Governance (Democracy Revisited), **3**. Indian Economy in Global Perspective 2015–16, **4**. Emerging Market and Developing Economies: Recent Developments and Outlook, **5**. Global Policy Challenges, **6**. Indian Economy in Transition, **7**. Indian Economy During Modi-Era (2014–17), **8**. Policy Initiatives During the Modi-Era, **9**. New Monetary Policy Framework: Rapid, Inclusive Growth, **10**. Fiscal Instruments for Transformation: Cooperative Federalism, 11. India's External Sector: Gearing Up for Rapid Growth, **12**. New Growth Initiatives: 2014 Onwards, **13**. Review of New Socio-Economic Development Programmes: Steps Towards Transformation, **14**. Policy Initiatives Towards Transformation, **15**. Initiatives in Infrastructure: Moving Towards Transformation, **16**. Observations and Conclusions, Index

BY THE SAME AUTHOR

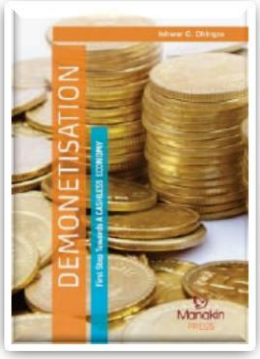
Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

ECONOMICS

Demonetisation

First Step Towards & Cashless Economy

Ishwar C. Dhingra



ABOUT THE BOOK

Invention first of 'Zero' and subsequently of 'Wheel' were a 'game changer', as was the advent of Industrial Revolution. In the same distinguished class we can put an event in India that has overshadowed all other pains and pleasures of daily life of not only 132 crore Indians but has also caught eyes and ears of billions of mankind inhabiting this earth. Thousands and lakhs of self-proclaimed all - known economists and sociologists and experts in public affairs and governance have come out in open delivering long sermons and make all types of prescriptions, sensible or otherwise. 'I said so' is a common refrain. This has become a national discourse, a type of national fair and festival in which all inhabitants of this great nation are demonstrating 'unity in diversity' by active participation.

This thriller goes by the name of 'Demonetisation'. Demonetization is a powerful instrument of state policy that works like a divine 'Brahmastra' and is to be used with utmost care and caution. And it is equally important that public discourse on the subject is not distorted. We, in this small monograph, have made a modest attempt to make an objective assessment of this policy instrument

ISBN: 9789-38622-1582
270 pg. | 2017 | HB | Rs. 895

CONTENTS

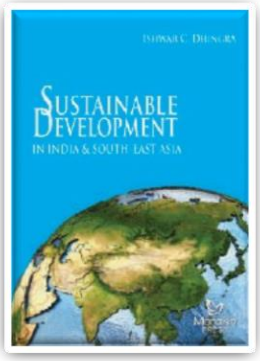
1. Demonetisation: Concept, **2.** JAM Trinity: Jan Dhan Yojana, Aadhar, Mobile Banking, **3.** Demonetisation and Corruption: A Global Perspective, **4.** Black Income, Money and Wealth: Parallel Underground Economy, **5.** Demonetisation, Terrorism and Other Criminal Activities, **6.** Counterfeit Currency: Lessons from International Experience, **7.** Cashless Society: International Perspective, **8.** Towards a Transformed Economy, *Index*

ECONOMICS

Sustainable Development

In India and South-East Asia

Ishwar C. Dhingra



ABOUT THE BOOK

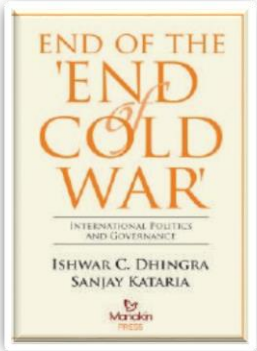
Of late the Asian Continent has been the focus of global attention, both among the academicians and the international investors. So-called Growth Miracle of 1970s took place in Asia as did the Second Industrial Revolution (China). The baton has passed on to India which presently is clocking high rates of growth while most of the global economies are finding it difficult to get out of crisis which has engulfed them all. A unique feature of India's growth has been that it is working as a catalyst for all it is neighbors, especially in South-East Asia. These countries complement India. India's relations with these countries are a unique example of win-win situation for all. The book explores these relations in depth.

ISBN: 9789-38437-0473
510 pg. | 2017 | HB | Rs. 1295

CONTENTS

1. India and South East Asia, **2.** Economic Development: Concept and Measurement, **3.** Basic Profile of States in South-East Asia, **4.** Growth Strategy of South-East Asia, **5.** Inclusive Growth and Human Rights in South-East Asia, **6.** Resource Base and Growth Profile of India, **7**. Sustainable Development, **8.** Growth Experience of India and South-East Asia: A Temporal Comparison, **9.** Lessons in Development and Medium-Term Prospects for the Region, *Appendices, Index.*

ECONOMICS



ISBN: 9789-38622-1575
394 pg. | 2017 | HB | Rs. 1595

End of the 'End of Cold War'

International Politics and Governance

Ishwar C. Dhingra | Sanjay Kataria

ABOUT THE BOOK

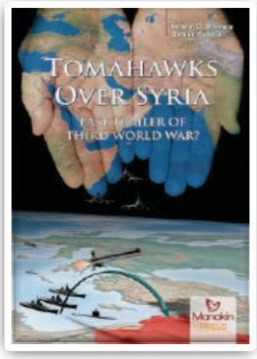
End of the 'End of Cold War'. Is it a public declaration of the breaking out of the Third World War.? May be, it is a pessimistic view of what has happened on the social - economic theatre, and the mood of bitterness that refuses to subside. But signals emanating from different quarters are not very encouraging. These are close replica of what was seen in the earlier part of the twentieth century and again in the thirties of the same century. The Post WWII Cold War ended officially in 1991. The theatre of the world was little quite, except for a healthy struggle between nations to provide better living standard to their populace. The thaw ended when it was realised that market - oriented socio-cultural economic policies were only accentuating inequalities both among the nations and also within the nations. The consensus on growth broke down. The world has again given birth to war - hysteria. Will the dark clouds of the Second Cold War get thinner and finally vanish or would they engulf the globe in another bloody war.

The things are a little different this time than they have ever been in past. Presently, nukes are not the exclusive preserve of one or two countries. Nukes are widespread; their stockpiles are under the control of many sovereign nations. The disbursed ownership is both a

CONTENTS

1. War and Its Philosophy, **2.** Britain's Industrial Revolution—Roots of Power Domination, **3.** The World War II, **4.** Global Response to World War II, **5.** Origin Course and Nature of Cold War, **6.** End of Cold War 1.0 Period (1991–2008), **7.** Failures of International Governance, **8.** Cold War 2.0 (2008–Present), **9.** The Way Forward, **10.** India and International Polity

ECONOMICS



ISBN: 9789-38622-1889
136 pg. | 2018 | HB | Rs. 595

Tomahawks Over Syria

Last Trailer of Third World War?

Ishwar C Dhingra | Sanjay Kataria

ABOUT THE BOOK

A sequel to our "End of the End of Cold War (Manakin Press, 2017) "Tom-Hawks Over Syria" depicts the height of frustration and desperation the developed world has got meshed in with no signs of quick recovery on the horizon.

We have been keeping an hawk's eye on the fast changing global political, social and economic scenario. Eyeball to eyeball contact among distrusting nations has been frequent, but not as violent as in the latest provocation that made US dispatch 60 of its Tom-hawks over Syria. This act of bravado has potential to graduate into global war. Peace lovers better take a dispassionate view of the highly inflammable situation. Trigger button, it seems, has already been pressed.

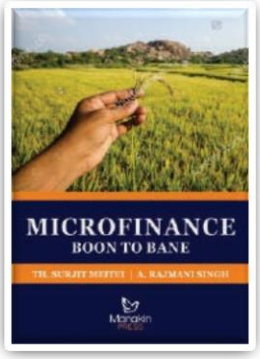
CONTENTS

1. Syria: History and Present Structure of the Nation, **2**. Civil War in Syria, **3**. Impact of the Conflict, **4**. India–Syria Relations, **5**. Divided Globe Over Syria, **6**. Syria Peace Process, **7**. Syria Conflict Developing into Third World War?

ECONOMICS

Microfinance: Boon or Bane

Th Surjit Meitei | A. Rajmani Singh



ISBN: 9789-38667-7426
175 pg. | 2018 | PB | Rs. 1295

ABOUT THE BOOK

In the recent past, Microfinance has been considered as one of the important tools for improving socio-economic status of the poor and also an emerging financial service in the state, region and country by the policy makers and decision makers. The poor have the skill to do basic economic activities, but they do not have working capital to start their own business or enterprises. The amount of working capital required by them is rather too small and banks are reluctant to give such a meager amount of loan along with all documents and other necessaryformalities.

To bridge up this gap in between bank and poor, potential micro entrepreneurs and bank, microfinance take an integral role for financial assistance to set up their own small enterprises. It provide many facilities like the formal financial institutions and commercial banks do, but it is in the small quantities such as micro-insurance, saving, micro-loan, credit and remittance etc.

The present volume has discussed on the different areas of microfinance services in the state particularly in the selected Imphal East and Imphal West districts of Manipur. The various role, significance and importance of microfinance at international, national and regional level have also been discussed. Further it is also discussed whether microfinance has been serving as boon to the poor or bane to them. Thus, the present volume is a piece of work undertaken by the authors make sure to help as guiding book to the policy makers and decisions makers in the field of microfinance.

ABOUT THE AUTHORS

Dr. Th. Surjit Meitei, has completed his doctoral research work in the area of microfinance. After his research work he has also joined as Project fellow in a Project sponsored by the University Grants Commission New Delhi. During his research and project period, he has published quite a good number of research papers in the area of microfinance at national level journal and edited volumes. He has also attended many national and international level seminar and conferences in different parts of the country. He had been working in different educational institutions such as, Don Bosco College, Maram; X-tremeWave Education, Imphal; DOEACC Centre, Imphal; and JCRE Skill Solution, Imphal as faculty and guest faculty. Presently, he is working as Guest faculty, Institute of Cooperative Management, Lamphelpat, Imphal.

Dr. A. Rajmani Singh is currently working as Professor of Finance, Department of Commerce, Manipur University. He has published nine books and 53 research papers in national and international journal. He has also attended more than 50 national and international seminar/ conference inside and outside the country. His area of interest is finance, Skill Development and accounting and he has been continuously working and undertaking UGC sponsored projects in the areas of microfinance, small savings and investment, financial inclusion, financial education and financial literacy. Singh is the founder President of Manipur University Alumni Association, Association of Commerce Alumni. He is current Vice President of North East India Commerce and Management Association and also Joint Secretary of Indian Association of Life Skills Education, Chennai, He has been consultant to several Microfinance Institutions, Non-Governmental Organizations, JLGs, SHGs of the state in particular and region in general.

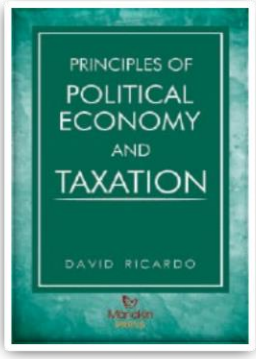
CONTENTS

1. Introduction, **2**. Microfinance in India, **3**. Micro Finance in North East India, **4**. Design of the Study, **5**. Microfinance in Manipur: Its Socio-Economic Impact, **6**. Data Analysis and Interpretation, **7**. Boon or Bane of Microfinance, **8**. Findings, Recommendations and Conclusion

ECONOMICS

Principles of Political Economy and Taxation

David Ricardo



ISBN: 9789-38622-1827
334 pg. | 2018 | PB | Rs. 795

ABOUT THE BOOK

This title established Ricardo as an important political economist. He concludes that land rent grows as population increases. He also presents the theory of comparative advantage, the theory that free trade between two or more countries can be mutually beneficial, even when one country has an absolute advantage over the other countries in all areas of production. Ricardo claims in the preface that Turgot, Stuart, Adam Smith, Jean-Baptiste Say, Sismondi, and others had not written enough "satisfactory information" on the topics of rent, profit, and wages. "Principles of Political Economy" is Ricardo's effort to fill that gap in the literature. Regardless of whether the book achieved that goal, it secured Ricardo's position among the great classical economists Adam Smith, Thomas Robert Malthus, John Stuart Mill, and Karl Marx.

CONTENTS

1. On Value, **2**. On Rent, **3**. On the Rent of Mines, **4**. On Natural and Market Price, **5**. Of Wages, **6**. On Profits, **7**. On Foreign Trade, **8**. On Taxes, **9**. Taxes on Raw Produce, **10**. Taxes on Rent, **11**. Tithes, **12**. Land-Tax, **13**. Taxes on Gold, **14**. Taxes on Houses, **15**. Taxes on Profits, **16**. Taxes on Wages, **17**. Taxes on Other Commondities than Raw Produce, **18**. Poor Rates, **19**. On Sudden Changes in the Channels of Trade, **20**. Value and Riches, their Distinctive Properties, **21**. Effects of Accumulation on Profits and Interest, **22**. Bounties on Exportation, and Prohibitions of Importation, **23**. On Bounties on Production, **24**. Doctrine Adam Smith concerning the Rent of Land, **25**. OnColonial Trade, **26**. On Gross and Net Revenue, **27**. On Currency and Banks, **28**. On the Comparative Value of Gold, Corn and Labour, in Rich and Poor Countries, **29**. Taxes Paid by the Producer, **30**. On the Influence of Demand and Supply on Prices, **31**. On Machinery, **32**. Mr. Malthus's Opinion on Rent Colonial Trade, **26**. On Gross and Net Revenue, **27**. On Currency and Banks, **28**. On the Comparative Value of Gold, Corn and Labour, in Rich and Poor Countries, **29**. Taxes Paid by the Producer, **30**. On the Influence of Demand and Supply on Prices, **31**. On Machinery, **32**. Mr. Malthus's Opinion on Rent

ECONOMICS

ISBN: 9789-38667-7259
300 pg. | 2018 | HB | Rs. 895

India's Global Economic Relations in the 21st Century

Ishwar C. Dhingra

ABOUT THE BOOK

Globalisation is on retreat. In wake of unanticipated fast growth in Asian hemisphere the advanced nations began to secure their pitch . These nations began to take resort to old protectionist policies and made an attempt to remove away the ladder of free Economic policies they themselves had pursued and had forced the underdeveloped world to adopt despite the strong resistance towards these policies shown by the latter.

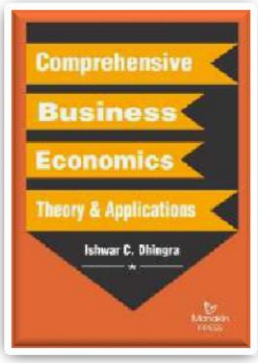
Now when the emerging world is in a position to claim their share of pie these countries are faced with strong resistance. For an economy like India which is poised to become the fastest growing it is imperative it should formulate a comprehensive strategy to advance reserve it's place in the international community. This book is about the changing international environment and it's implications about policy instruments That an emerging economy like India needs to master and make use of the government. The book will be of interest to students of international economics, international polity, international studies, and international relations . The book will also be found useful By students preparing for Civil services examinations.

CONTENTS

1. International Relations: An Introduction, **2**. Global Economic Relations, **3**. Globalization and Economic Relations, **4**. Balance of Payments: Concept and Practice, **5**. Sources of Global Economic Relations, **6**. Why Money Flows Across Borders (Goods Capital Movement), **7**. Capital Flows Across Nations: Benefits and Costs of Foreign Investment, **8**. Foreign Trade of India and Balance of Payments, **9**. Foreign Capital and Multinational Corporations in India, **10**. Indian Multinationals Overseas, **11**. Exchange Control in India, **12**. Export Financing, **13**. Recent Changes in Global Economic Outlook and India, **14**. India and International Institutions, *Appendix, Statistical Tables*

Economics | Business & Finance | Development Economics | Entrepreneurship | Accounting

ECONOMICS



ISBN:9789-38929-6433
1028 pg. | 2020 | PB | Rs. 2,895

Comprehensive Business Economics: Theory and Applications

Ishwar C. Dhingra

ABOUT THE BOOK

Comprehensive Business Economics is a textbook in economics designed to meet the requirements, in one volume, in toto,of the students pursuing BBE , MBE ,M. COM ,and similar other courses at different universities and business schools both in India and abroad.

This book is unique and different in its approach and structure keeping in view the character of the subject as studied in universities and business schools. Business economics is applied economics in nature and structure. The course structure in each university puts more weightage on the PRACTICAL Applications of microeconomic and macroeconomic fundamentals.

To do full justice to this requirement one needs to have a broader exposure to different issues that confront the business managers in their day to day operations.

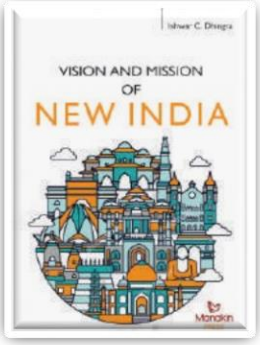
The book does precisely that.

CONTENTS

1. International Relations: An Introduction, **2**. Global Economic Relations, **3**. Globalization and Economic Relations, **4**. Balance of Payments: Concept and Practice, **5**. Sources of Global Economic Relations, **6**. Why Money Flows Across Borders (Goods Capital Movement), **7**. Capital Flows Across Nations: Benefits and Costs of Foreign Investment, **8**. Foreign Trade of India and Balance of Payments, **9**. Foreign Capital and Multinational Corporations in India, **10**. Indian Multinationals Overseas, **11**. Exchange Control in India, **12**. Export Financing, **13**. Recent Changes in Global Economic Outlook and India, **14**. India and International Institutions, *Appendix, Statistical Tables*

ECONOMICS

Vision and Mission of New India



Ishwar C. Dhingra

ABOUT THE BOOK

It is a sequel to our early book " Reform to Transform" . The Reform book was conceived Just a little after the new government took control of the reins at centre and made its intent clear to transform the whole fabric of the country and make it find it's right place in the comity of nations. Many people , including academicians of different hues and colours did not take these communications and dubbed them as "over ambitious". Three years after, that is now, it is being argued by the same forces that India needs to transform and transform at a little faster rate.

There is no opposition to economic policies that have been formulated or are in the lab. We look at different contours of this transformation process ,possibilities, challenges and more important collective will of the people to launch a new programme that will present a New India on a platter.

ISBN: 9789-38667-7242
350 pg. | 2019 | PB | Rs. 995

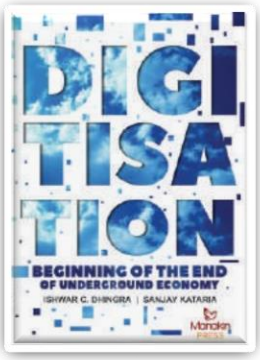
ABOUT THE AUTHOR

Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies. general.

ECONOMICS

Digitisation

Beginning of the End of Underground Economy



Ishwar C. Dhingra | Sanjay Kataria

ABOUT THE BOOK

Demonetisation, the Black Swan Event of the 21st century, shook the whole universe, as it had ramifications for economic agents throughout length and breadth of the universe. It had its critics and admirers too. But soon enough critics had reasons enough to change their views and voluntarily chose to join the other bandwagon. The initial gut reaction, without any serious scrutiny, was that this policy action was ill advised and mired in undue haste, for some political brownies. But as the act began to unfold the feeling began to sink in into big think tanks and intellectual scholars and others that it was more than that. Demonetisation is aimed at uncovering the big organised powerful multidimensional underground economy. It soon became clear that Demonetisation was only another step in regularising and disciplining underground economy so that its economic agents work to the advantage of the national economy. Digitisation of the whole economy is being seen as a first step to launch a full scale effort to make this goal attainable. What is digitisation, why to digitise & how to digitise and all questions and their probable answers have been dealt in a reader's friendly manner. Students, Scholars and Academicians of Economics will find this book as an easy reference on this defining event/topic of our era.

ISBN: 9789-38667-7211
272 pg. | 2018 | HB | Rs. 695

ABOUT THE AUTHORS

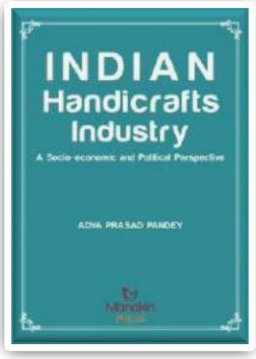
Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

Sanjay Kataria graduated with first class Honours degree in Economics from University of Delhi. He went on to attain Masters in Public Administration and Masters in Sociology (South Asia University, New Delhi). A prolific writer he has command over both prose and poetry. Presently, he is managing his family business with an urge to adopt state of art technology and management practices.

CONTENTS

1. Underground Economy, **2**. Digitisation: What is it?, **3**. Digital Currency, **4**. Digitisation in India, **5**. Demonization and Underground Economy, **6**. Cashless Economy in India

ECONOMICS



ISBN: 9789-38622-1605
160 pg. | 2018 | HB | Rs. 695

Indian Handicrafts Industry

A Socia-economic and Political Perspective

Adya Prasad Pandey

ABOUT THE BOOK

The handicrafts sector is one of the most important sectors of the Indian Economy as it is one of the major employment creator and accounts for a major share in the country's exports. The state and regional constellations contribute significantly to handicrafts export. The Indian handicrafts industry is fragmented with more than 7 million regional artisans and more than 70,000 exporters/export houses promoting regional art and craftsmanship in the domestic and global markets. Handicrafts are a sunshine sector for India and exports increased from India by 11% on year to year basis from April 2016 to March 2017. The market size now stands at approx, US $ 3.66 billion. Major markets for our handicrafts being US, UK, Canada, UAE, Germany, France, Latin American Countries, Italy, The Netherlands, Canada and Australia.

This book gives a complete Socio-economic and Political Perspective along with a realistic analysis of what makes or plagues this sector and what is the way ahead.

ABOUT THE AUTHOR

Prof. Adya Prasad Pandey earned the B.Sc., M.B.A. and M.A. in Economics degree from Banaras Hindu University, Varanasi. He started his teaching career in the same University from 1979. He obtained his Ph.D. degree in Economics under the supervision of Prof. P. K. Bhargava from Banaras Hindu University. His Ph.D. work on Uttar Pradesh Financial Corporation (UPFC) was considered as notable work and the research findings helped the UPFC to come out of its financial crisis which was prevailing in the corporation during that period.

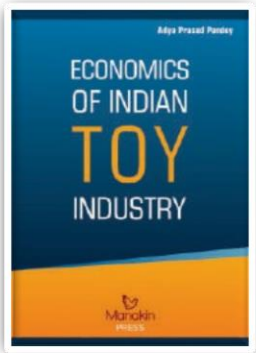
Prof. Pandey has been Head, Department of Economics (Banaras Hindu University), Coordinator of N.S.S. and Chairman of University games. At present, he is the Vice-Chancellor of Manipur University. Besides this, he has also been the member of various selections, expert and other allied committees of UGC and other various Universities. He has actively participated in more than 130 International and National Seminars and has delivered Key Note Addresses in more than 40 National Seminars. He has also delivered Lectures in Academic Staff Colleges, Radio Talks on relevant Economic and Social issues including Guest Speaker on several occasions at various organizations and institutions including government bodies. He has also chaired the sessions in various National & International seminars.

Prof. Adya Prasad Pandey served Banaras Hindu University, the dream Institution of Pt. Madan Mohan Malviya Ji from the last thirty seven years in different capacities. He has made original contribution in the area of Industrial Economics, Gender Studies, Tribal Studies and Child Labour. His work in the field of Small Scale Industries is recognized on International level and has been quoted by many foreign researchers in their research works .The World Bank in its report of 2008 and UNDP in its report of 2009 has acknowledge his work as original. He has successfully conducted research works to solve many socio-economic problems of Micro Small and Medium Enterprises in Uttar Pradesh. His work on Kautilya, MNAREGA, weaving Industry of Eastern Uttar Pradesh has also Internationally recognised. His research work has also been cited and quoted in many research papers published in Greece (IRIMA), Austria (International Protection), International Finance Corporation, Washington, USA-2008, KfW Bankengrppe, Frankfurt, USA, Munich, Germany, International Journal of Engineering and Application and various other International publications.

CONTENTS

1. Introduction, **2.** Review of Previous Work and Literature, **3.** Weaving Technology of Silk in Different Periods, **4.** Dyeing Technology of Silk in Different Periods, **5.** Traditional Weaving Areas and Technologies Adopted in Different Areas, **6.** Present Position of Silk Industry, **7.** Conclusion, Biblography

ECONOMICS



ISBN: 9789-38622-1599
211 pg. | 2018| HB | Rs. 895

Economics of Indian Toy Industry

Adya Prasad Pandey

ABOUT THE BOOK

The Indian Toy Industry is estimated at about US$ 400 Million but the retail revolution and recent onset of online sellers like Amazon, Flipkart, Snapdeal and so on have also helped Industry in growing at a faster pace. Regionally Mumbai, Kolkatta, Chennai, Bangalore, Meerut and Punjab dominate the sector. As it shows that it is fragmented and regional distribution too biased and most of the sector or players are from the unorganized sector still due the sheer size of the Indian economy and growth of middle class it has managed to grow by 10 to 15% on year to year basis for past several years.

But in changed global scenario and with advent of China the factory of the world the challenges have increased in various ways for this sector but it has managed to keep itself alive and moving and growing.

The present book is a conscious effort and study of all the above. It is an important contribution onto the limited literature available in this era which is not focussed that keenly and for all students of economics. Indian economy and its various sectors will find this study of Indian Toy Industry as an interesting insight of the same.

CONTENTS

1. Introduction, **2.** Review of Literature, **3.** Varanasi City: A Glance, **4.** Toy Industry in India and Varanasi, **5.** Financial Resources for SSIs, **6.** Primary Survey Perceptions on Problems of Toys Industry, **7.** Analysis of Problems of The Toy-Makers, **8.** Conclusion and Suggestions, *Biblography*

ECONOMICS

North Korea's Nuclear Threat A Hoax?

Ishwar C. Dhingra

ABOUT THE BOOK

As a sequel to our two earlier books End of the "End of Cold War", and "Tomahawks over Syria: Final Trailer of Third World War " the present book looks at another hot potato, North Korea, a tiny nation in Korea peninsula. The Korea peninsula got broken in two parts, viz. South Korea and North Korea. Ever since under a totalitarian ruler, North Korea has been under the public scrutiny for its various acts of commission and emission. It has shown its contempt for human rights. Although it has signed a number of bilateral and multilateral treaties it has demonstrated little or no regard for them. It does not desist from making provocative statements and abusive acts. It has build up a huge army, by any standards disproportionate to its size and requirements. Most importantly, it is in possession of powerful armaments and weapons of mass destruction including nuclear bombs and long range missiles. North Korea not only flaunts its assets, it feels no restraint in threatening to make use of it whenever it feels an iota of threat to its interests. Is this threat real or merely a hoax ? This book looks at different aspects of this part of cold war: who likes whom? Who supports whom? Who is in possession of nuclear key?

ISBN: 9789-38622-1711
270 pg. | 2018 | HB | Rs. 695

ABOUT THE AUTHOR

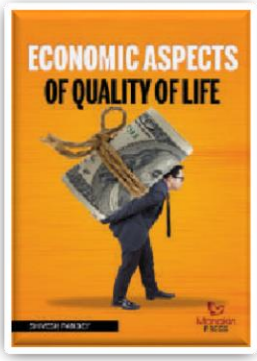
Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

CONTENTS

1. The Korean Peninsula, **2**. Korean Nationalist Historiography, **3**. History of North Korea, **4**. Economy of North Korea, **5**. North Korea and Weapons of Mass Destruction, **6**. Foreign Relations of North Korea, **7**. North Korea—United States Relations, **8**. South Korea—United States Relations, **9**. Six-party Talk, **10**. North Korea's Growing Nuclear Threat,**11**. Asia's Worst Nightmare (or World War III): What if North Korea Fell?

ECONOMICS

Economic Aspects of Quality of Life



Shivesh Pandey

ABOUT THE BOOK

This book overviews the interrelationship of stock indices, economic indicators and quality of life. It is a twofold research. The first part aims to investigate whether economic growth and stock market improvement has brought change in the quality of life of people post 1991. For a nation like India that is among the world's fastest growing economies it is imperative to measure the economic well-being of its citizens on an ongoing basis. By tracking the various parameters that contribute towards the economic well-being of the people and their ability to protect themselves and their families against unforeseen crisis, the findings of this study would help to identify the determinants of economic well-being of India's populace. This research looks at the component type of definition of quality of life i.e. material welfare. This research tries to find the degree of association of economy and stock market variables; hence it overlooks other aspects of quality of life i.e. emotional, physical, and social, etc. For primary study at the individual level, the quality of life is assessed with the help of a quality of life perception questionnaire circulated among the five cities of Mumbai, Delhi, Kolkata, Chennai and Bengaluru. It looks at the subjective aspect of quality of life as measured by the self report survey. For secondary study, i.e. at the societal level, the Human development index is taken as a proxy for quality of life. Some other QOL indices developed by past studies done by Vadlamannati & Tamazian in 2006 and Quality of life ranks of various countries published by the International living organization are also analysed.

ISBN: 9789-38667-7761
186 pg. | 2018 | HB | Rs. 695

The second part of the book attempts to explore the impact of economic variables and some select demographic variables on the stock market investments indicators. It further investigates the interrelationship of stock market indicators with chief economic indicators of the Indian economy. This study is limited to the Indian Stock Market represented by the various stock market performances – activity measured by the Stocks traded as a percentage of GDP, liquidity measured by Stocks traded turnover ratio, and benefits represented by the Bombay Stock Exchange Sensitivity Index (Sensex). The various economic variables will include: GDP deflator, deposit and lending interest rates, gross domestic savings rate, GDP growth rate and urbanization rate.

ABOUT THE AUTHOR

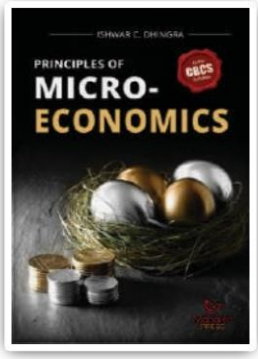
Dr. Shivesh Pandey has completed his B-Tech Degree in Computer Engineering and M.B.A. in Finance. He has completed his Ph.D. in Health Care Management from Banaras Hindu University. He has published more than twelve Research papers in reputed and peer reviewed National and International Journals he has also participated in more than twenty four National and International Seminars organised on different contemporary issues and has to his credit organisation of One International Seminar. He has also published more than 5 papers as a chapter in Books published by reputed Publishers. His area of interest is Finance, Health Care Management , IT and Gender Studies.

CONTENTS

1. Introduction, **2**. Review of Literature, **3**. Research Methodology, **4**. Hypothesis Testing and Analysis of Data, **5**. Suggested Model and Conclusion

NEW

ECONOMICS



Principle of Micro-Economics

As Per CBCS for B.Sc. Hons. & Prog.

Ishwar C. Dhingra

ISBN: 9789-38667-7709
714 pg. | 2018 | PB | Rs. 995

ABOUT THE BOOK

Principles of Micro Economics is customized to the requirements of the CBCS Syllabus prescribed by the UGC for undergraduate coursesin Economics at all Indian universities. As per the guidelines issued by the UGC each of the universities have reframed and prescribed new syllabus for economics. We have made a positive response to this unique change in the form of this book, Principles of Micro Economics, which forms the core of new syllabus along with two other core subjects, viz. Principles of Macro Economics and the Indian Economy (our forthcoming titles). The philosophy underlying the scheme is that there should not be a critical variation in teaching of economics at different universities. There may be a requirement to accommodate localized differences. For this purpose guidelines offer sufficientscope.

We have been guided by CBCS guidelines in preparing this all - India version of Principles of Micro Economics, in both spirit and sense. These guidelines defined the boundaries which are sacroscant for us and which we promised to ourselves not to cross. This gets reflected in the discussion and details in which the subject matter has been presented in the book. We have moved step-by-step gradually from low-hanging fruits to more adventurous areas, all the time keeping our eyes and ears open to the needs of the relatively slow learners of the subject.

All the tools of teaching and learning basic Principles of Micro Economics have been effectively used, be it the data analysis, images and graphs, factual information and above all elementary algebra and calculus. These sync well with the easy language and simple style of presentation.

ABOUT THE AUTHOR

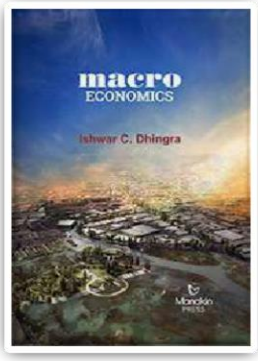
Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. Shri Dhingra has excellent knowledge and understanding of global economies.

CONTENTS

1. Basic Concepts and Techniques, **2**. Theory of Demand, **3**. Theory of Consumer Behaviour, **4**. Supply Analysis and Equilibrium, **5**. Production Function and Analysis, **6**. Cost and Revenue, **7**. Market Structures and Equilibrium of a Firm, **8**. Price-Output Determination under Perfect Competition, **9**. Price-Output Determination Under Monopoly, **10**. Price-Output Determination Under Monopolistic Competition and Oligopoly, **11**. Factor Pricing, **12**. Market Failures, Government Intervention and Economics of Information, **13**. Welfare Economics, **14**. International Economics, **15**. Decision-Making Under Risk and Uncertainty

Economics | Finance | Business

ECONOMICS



Macroeconomics

Ishwar C. Dhingra

ISBN: 9789-38929-6372
890 pg. | 2020 | PB | Rs. 1995

ABOUT THE BOOK

Based on the guidelines provided by the Universities Grants Commission for the under graduate courses in macroeconomics it is a comprehensive text book on the subject. Macro economics as a sub set of economics discipline has grown fast and has covered many areas of economics that were not touched upon so far. Macro economics had its formal origin with the publication of JM Keynes' General Theory of Employment, Interest and Money in the thirties of the last century when the global economy was in a deep depression and was struggling hard to come out of it.

Keynesian prescriptions presented academic solutions to riddles the economists were struggling with. The so called The Keynesian Revolution opened UP unknown and unexplored areas of economic thought. The story did not end here. The Keynesian thought paved way for Post Keynesian thought to evolve, develop and assimilate in the stream fast. These form the subject matter of the present book.

ABOUT THE AUTHOR

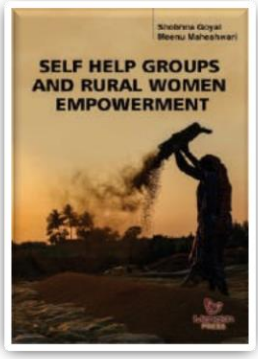
Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. ShriDhingra has excellent knowledge and understanding of global economies.

CONTENTS

1. Macroeconomics: Scope and Subject-Matter **2.** Marxian and Classical Theory of Employment **3.** Summary of the Keynes' General Theory **4.** Keynesian Theory of Employment: Simplified Presentation **5.** Investment Function and Multiplier **6.** National Income Determination in an Open Economy with Government **7.** Post-Keynesian Macro Economics **8.** GDP and Price Level **9.** Money and Money Supply **10.** Process of Money Creation **11.** Central Banking **12.** Demand for Money and Monetary Equilibrium **13.** Monetary Policy **14.** IS-LM Analysis **15.** Post IS-LM Model Macroeconomics **16.** Contemporary Macroeconomic Issues **17.** Indian Macroeconomics Today **18.** New Selected Schemes and Associated Legislative Changes

ECONOMICS

Self Help Groups and Rural Women Empowerment



Shobhna Goyal, Meenu Maheshwari

ABOUT THE BOOK

Women empowerment and poverty alleviation is one of the 8 millennium development goals and the policy makers all through the world are developing interventions for the same. This book has taken up women emancipation through community organizations in the rural India. Microfinance has been identified as a tool to mitigate poverty amongst disadvantaged groups of the society by providing them opportunities to engage in some entrepreneurial activities thereby making them self-reliant. Socio- Economic upliftment is the biggest indicator to measure the social development of any economy, so the book aimed at highlighting the impact of Self Help Groups on the socio economic status of women in general and rural poor women in particular. We hope that this book will prove useful to the policymakers, govt. officials, NGOs, local agencies, Banks and financial institutions, researchers and corporates to develop strategies for the effective implementation of various schemes for the upliftment of status of women in the society.

ISBN: 9789-38667-7730
240 pg. | 2018 | PB | Rs. 695

ABOUT THE AUTHORS

Dr. Shobhna Goyal (M.Com., M.Phil, PGDM, MBA, Ph.D) is presently working as Assistant Professor and Head of the Commerce Department at Aggarwal College, Ballabgarh. She had been a research scholar at University of Kota, Kota, Rajasthan. She has participated and presented research papers in many 10 National and 8 International conferences. One of her paper was selected for presentation at International conference at IIM, Kashipur. One of her paper has been adjudged best paper at international conference at NIESBUD, Noida. She has 10 papers to her credit published in national and international journals of repute.

Dr. Meenu Maheshwari (M.Com., M. Phil, Ph.D, AICWA) is presently working as Assistant Professor, Department of Commerce and Management, University of Kota, Kota. She has been Head, Dept. of Commerce and Management, University of Kota, Kota. She is General Secretary of Indian Accounting Association, Kota Branch. She is working on a UGC Major Research Project. She has contributed more than 60 research articles to various national and international repute journals. She has presented more than 40 papers in National and International conferences and seminars. Dr Maheshwari is the author of Accountancy for class 11 published by Board of Secondary Education, Rajasthan, Ajmer. She has authored 13 books published by Vardhaman Mahaveer Open University, Kota. She has been the member of Board of Studies in ABST of University of Kota, Kota and MDS University Ajmer.

ECONOMICS

Changing Paradigms in Financial Services Marketing

Ashish Gupta , Babita Yadav , Varsha Rokade

ABOUT THE BOOK

This book is an attempt to provide important insights in to various trends and development in financial services marketing and also to analyze the nature, perception and behavior of consumer within the financial services sector. The field of financial services has now reached a new plateau: it has matured to a state where established views on how financial services are to be marketed are being challenged and new horizons have appeared. Due to drastic changes in economic environment in the global market and the adoption of revolutionizing technologies in financial services are rapidly changing the landscape in which marketers operate.

The book provides a basis for marketers, academicians and researchers to understand the new horizons of changing financial services in all relevant areas/topics under this context. At the same time, given the emerging trends and evolving needs in financial services marketing, it is recognized that new grounds and emerging topics need to be addressed.

ISBN: 9789-38834-2162
408 pg. | 2020 | PB | Rs. 995

Some of the salient features of the book are:

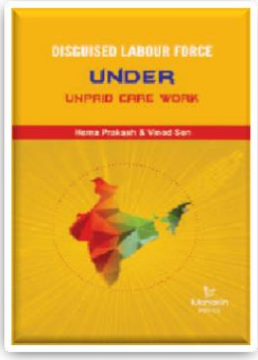
1. This textbook is suited for everyone including undergraduates, post-graduates, researchers, and academicians
2. Development of subjects from basic to advanced levels
3. The language of book is easy to understand, and content is written in continuity, making the reader more comfortable in moving from one topic to another
4. The book provides concise and effective discussion on included content
5. The book is full of real-life examples

ABOUT THE AUTHORS

Dr. Ashish Gupta is as an Assistant Professor in Marketing area at Indian Institute of Foreign Trade (Under Ministry of Commerce and Industry, Govt. of India), New Delhi. Previously, he worked with Department of Business Management, Dr. Hari Singh Gour Vishwavidyalaya (A Central University) (NAAC Accredited 'A' Grade University), Sagar, Madhya Pradesh (India) and has a Doctoral Degree in Marketing. His research interests are in Customer Relationship Management, Service Quality, Branding and Consumer Behaviour. He has over 8 years of teaching experience in the area of Marketing and Management and published several research papers in international and national journals like Journal of Retailing and Consumer Services; Asia Pacific Journal of Marketing and Logistics; International Journal of Customer Relationship Marketing and Management; International Journal of Electronic Customer Relationship Management; International Journal of Indian Culture and Business Management; Journal of Direct, Data and Digital Marketing Practice. He also presented several research papers in International and National conferences. He conducted one-week MHRD, Govt. of India sponsored GIAN Program on 'Digital and Social Media Marketing in Emerging Markets' in 2016.

RECENT

ECONOMICS



ISBN: 9789-38667-7938
170 pg. | 2020 | PB | Rs. 495

Disguised Labour Force under Unpaid Care Work

Hema Prakash | Vinod Sen

ABOUT THE BOOK

Over the decades, economic theories and economic alterations have dramatically representing the scenario of female labour, work division and wage allocation in market and non-market domains. However, failed to recognise and associate unpaid care work as a part of mainstream economy, unpaid care workers as a part of mainstream labour force market and lacks at the understanding of other dynamics of unpaid care work in terms of female labour participation, gender inequality, social investments, assessment of wages and monetary cost of unpaid time and labour as factor of production.

This book is one of very few empirical studies advances a nuanced understanding about the statistical categorization of unpaid work and labour. Different theories and modelling approaches by economists critically arguing stratification of labor and work are analyzed and it is shown how and why unpaid care work has vital significance to economy. Incorporating Time Use Survey, the book represents a unique initiative with empirical evidences about unpaid time and unpaid labor allocation pattern to provide insight into the various aspects of unpaid care work and care economy revealing concealed female labour force as unpaid care workers and their linkages to informal labor; care work as a precarious factor affecting female's visible labor participation and choice and preference of work in labor market. Expected wage allocation through opportunity cost entails the unaccounted part of economic production speaks about the gap in GDP counting. Such insights are integrated systematically provide opportunity to explore unpaid care work with interdisciplinary aspects.

ABOUT THE AUTHORS

Dr. Vinod Sen at present working as a faculty of Economics at the Department of Economics, Indira Gandhi Natioanl Tribal University, Amarkantak, Madhya Pradesh Since July 5, 2016. Dr. Sen have Ph.D. in Economics from Jawaharlal Nehru University, New Delhi. Prior to this Dr. Sen had been working at the Central University of Gujarat form August 6, 2010 to July 4, 2016. He has also taught at various colleges of Delhi University.

He has published 40 research papers in national and international journals. He has very recently published a research paper entitled ”Special Economic Zone, Land Aquisition and Impact on Rural India“ (with Sazzad Parvez) in Emerging Economy Studies, Sage Journals. He has written four book titled "Labor in an Informal Sector: A Study of Beedi Rolling Industry in Madhya Pradesh and Chhattisgarh" and Contemporary Issues of Indian Economy, (eds., with Indira Dutta) by Segment Books; another one on Food Supply Chain Management in Indian Agriculture, (with Sazzad Parwez) New Delhi, Excel India Publishers; and Public Expenditure, Economic Growth and Inflation, (with Solanki, Mukesh Kumar) New Delhi, Allied Publishers Pvt Ltd..

His major area of interest includes Labour Economics, Informal Sector, Macroeconomics, Tribal Economy, Research Methodology and Economics of Growth and Development. Dr. Sen has also completed one foreign consultancy project funded by Institute d'etudespolitques et internationals Geopolis, Universite de Lausanne, Switzerland. He is an Executive Committee member of the Indian Society of Labour Economics, life member of the Indian Economic Association, and Madhya Pradesh Economics Association. Under his supervision 3 Ph. D. awarded and 19 M.Phil degree have been awarded.

Hema Prakash have M.Phil in Economics (Labor Economics) from Centre for Studies in Economics and Planning, Central University of Gujarat, India and holds Master's in Economics from Babasaheb Bhim Rao University, Central University. Her area of research interests are Labor Economics; Informal Sector; Care Economics; Gender and Women studies; Economics of Growth & Development; International Economics.

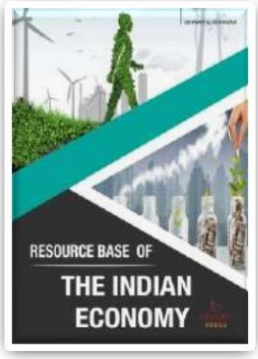
She has published research paper on “Micro Finance Institution and Self-Help Group: Helping Hand to Socio-Economic Development in India” in Advances in Economics and Business Management journal of Krishi Sanskriti and paper presented at Jawahar Lal Nehru University, New Delhi; research paper entitled “The Dynamics of Unpaid Care Work: Rediscovering the Hidden Faces of Economy” in Summaries of ISLE , Annual Conference Papers, Institute of Human Development, paper presented in ISLE 57th Conference; a paper entitled “Thinking it Through: Inequality in Care Work and Challenges to Women's Health“ under young scholar presented in 14th IASSH Conference (TISS) at Gokhale Institute of Polictics and Economics; Paper entitled “ Unfair Unpaid Care Work Obligation, Declining Capabilities and Women Poverty in India: Causes Consequences and Challenges” presented in An International Conference by World Society Foundation, American Sociological Association and International Centre for Development and Decent Work “ Development in the Faces Global Inequalities” in Barcelona, Spain. She has been working on contemporary issue of Care Work, Care Economy and its linkages to labor market. She is a life member of the Indian Society of Labor Economics and member of International Association for Feminist Economics.

CONTENTS

1. Introduction **2**. Inter-Linkage of Unpaid Care Work and Informal Labour Market **3.** Socio-Economic Condition of Unpaid Care Workers **4.** Time Pattern and Expected Wage Allocation of Unpaid Care Worker: Some Empirical Evidences **5.** Suggestions and Conclusion

ECONOMICS

Resource Base of the Indian Economy



Ishwar C. Dhingra

ISBN: 9789-38929-6440
570 pg. | 2020 | PB | Rs. 1,595

ABOUT THE BOOK

Evolution of mankind is the long never-ending story of conflicts, stresses and struggles. The early Biblical man had to find resources to meet his natural urge for subsistence, procreation and safety. Discovery of fire, wheel and zero facilitated his task, discovery of stone - tools and wooden - equipment further smoothened his task.

But it also blew up his aspirations and desires exponentially, resulting in still greater effort. Technology again came to his rescue. With every new dawn, till this morning (when you are reading these lines) mankind's struggle continues unhindered. Changing technology has, of course .come to rescue of man in what could have been a tedious task. Technology has expanded frontiers of knowledge and opened new vistas of growth and knowledge Technology ,in fact, itself has become a resource that will never stop growing.

The book talks about the resource position of Indian economy as it prepares to undertake thehilarious task of translation to a fast emergIng economy set to achieve the status of fastest growing economy, faster even than China --a symbol of success otherwise.

The first three chapters develop the theoretical construct of 'resources' their profile in the global economy, as also the various strategies and programmes conceived to conserve and Save them, the balance of eight chapters present a critical analysis of the resource base of the Indian economy. We have made liberal use of the data available in recent reports on varied subjects by different international agencies. Needless to say Internet has been of good use in this effort.

ABOUT THE AUTHORS

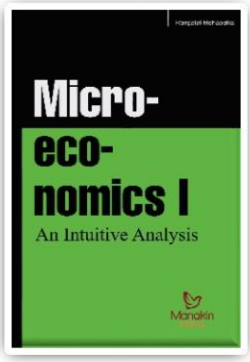
Ishwar C. Dhingra has been the faculty in Economics at University of Delhi. He has authored a number of books on Indian economy and related areas. Several books have been well-received both in India and abroad and adopted as textbooks at different levels. ShriDhingra has excellent knowledge and understanding of global economies.

1. Introduction to Working of an Economy **2.** Global Economic Prospects and Resources **3.** Global Resource-Use Strategies **4.** Natural Resources **5.** Infrastructure (Transport, Communication and Energy) **6.** Profile of Human Resources **7.** National Income and Capital Formation **8.** Distribution of Income and Balanced Regional Development **9.** Labour Force and Employment

Labour Economics | Economics

ECONOMICS

Microeconomics-I: An Intuitive Analysis



Rangalal Mohapatra

ISBN: 9789-38929-6419
538 pg. | 2021 | PB | Rs. 1,495

ABOUT THE BOOK

Microeconomics – I: ***An Intuitive Analysis*** is a comprehensive book on the microeconomic theory that presents the basic concepts of the microeconomics and it's methodology; classical and Neoclassical concepts of elasticity, theories of demand and supply, elasticity, consumer behaviour (utility theory and preference theory) and producer behaviour and the perfect competition market in a very lucid manner with economic intuition. It provides a sequential progress of the chapters with a perfect blend of theories, diagrams and graphs, mathematical applications followed by numerical examples. The intuitive analysis of the evolutions of economic concepts and its current application along with the economic interpretations of the mathematical tools applied to authenticate the theory in a very simple language will be extremely helpful students ranging from the graduate economics students to economics students at Post graduate, MPHIL and PhD level.

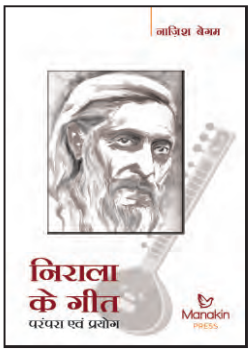
Salient Features of the Book

- A comprehensive and compact book for MA/M.Com/ BA /B.Com (Economics Hons. and Pass)/MBA/BBA/ Professional courses.
- Based on the syllabus of various national and international Universities, (economics course of business schools, and Professional Institutes offering economics.
- Useful for the research in economics at MPHIL and PhD levels.
- Most wide and comprehensive coverage of the.
- Chapter outline, margin notes, key notes in boxes
- Explanation of most frequent mathematical tools used
- Main points to remember
- End of the Chapter Exercises
- Simple, systematic and most update presentation.
- Perfect blend of theories, and numerical applications

ABOUT THE AUTHOR

Dr. Rangalal Mohapatra, at present, is an Assistant Professor in the Department of Economics, Sikkim University, (A *Central University Established by the Act of Parliament- 2007)* Sikkim. He has almost 15 years of teaching and research experience at various professional institutes and universities of academic excellence. He has authored some books and has authored number of papers published in national and International peer reviewed journals and also presented papers at various national and international conferences. During his career of teaching he was associated with ICFAI University, IBS Hyderabad. His main areas of teaching and research is microeconomics, efficiency and productivity analysis in agriculture, education

LITERATURE & EDUCATION



ISBN: 9789-38437-0589
378 pg. | 2017 | HB | ₹ 895

निराला के गीत

परंपरा एवं प्रयोग

नाज़िश बेगम

पुस्तक के बारे में

अनुभूति के ताप एवं प्रभाव की तीव्रता को जितना गीत में अनुभव में किया सकता उतना अन्य काव्यरूपों में नहीं। जब मनुष्य का सुख–दुख उसके नियंत्रण से बाहर हो जाता है , तब उसकी निःसृति रोने या गाने के रूप में अनायास ही होने लगती है। छन्द का नियत एवं मधुर आवर्तन मानस धरातल पर गीत की मधुर धारा बहाता है। प्रस्तुत पुस्तक 'निराला के गीत : परंपरा एवं प्रयोग' में महाकवि निराला के समग्र गीतों मे निहित भावगत एवं शिल्पगत प्रयोगों का विस्तार से विवेचन किया गया है। उनके गीत जहां एक ओर परम्परा के अजस्र–स्रोत से जीवन–रसधारा प्राप्त करते हैं, तो वहीं दूसरी ओर प्रयोगों के नवोन्मेषों के भी परिचायक हैं। उनके यहाँ गीत–प्रगीत, छन्दोबद्ध–छन्दमुक्त, आदर्श–यथार्थ, वैयक्तिकता–सामाजिकता, परम्परा एवं नवीन प्रयोग, छायावाद–प्रगतिवाद, आक्रोश–करुणा, व्यंग्य–विनम्रता, परुषता–कोमलता, रहस्यवाद–भौतिकवाद, आस्था–अनास्था इत्यादि अनेक द्वन्द्वों का अद्भुत सामंजस्य मिलता है। उनके वैविध्यपूर्ण गीतों में निहित ये ही वे प्रेरक तत्त्व हैं, जिनके आलोक में गीतकार निराला को पूरी तरह समझा जा सकता है। उनका गीतकाव्य राष्ट्रीय चेतना की कोख से जन्म लेकर समाज की यथार्थ विषमताओं की धारा से बहता हुआ; तीखे व्यंग्य के साथ प्रगतिशील अंचल में पोषित होकर मानवतावाद के गहरे सागर में समाहित हो गया है। उनका देशप्रेम 'वर दे वीणावादिनी वरदे', 'भारत ही जीवन धन', 'जागो जीवन धनिके' एवं 'दलित जन पर करो करूणा' जैसे गीतों के माध्यम से मुखरित हुआ है।

निराला के काव्य में संवेदना एवं शिल्प का द्वन्द्व तब तक चलता रहता है, जब तक कवि को भावानुरूप संवेदनानुसार रूपविन्यास प्राप्त नहीं हो जाता है। संवेदनाओं की सही अभिव्यक्ति की छटापटाहट होने के कारण ही निराला की रचना प्रक्रिया के अनेक उद्वेलन उन्हें हर समय विविध प्रकार की रचनाओं के लिए आन्दोलित करते रहते हैं। इसीलिए उनके काव्य–सृजन में रचना के कई स्तर समान संवेगात्मक गरिमा और गहराई के साथ क्रियाशील होते हुए दिखाई देते हैं। इसके लिए वे अपनी ही स्व–अर्जित रचनात्मक समृद्धि को बार–बार ध्वस्त करके नव–सृजन का प्रयास करते हैं। विविधरूपी संवेदनानुसार काव्य के नवीन आयाम निर्मित कर उन्होंने परवर्ती नवगीतारों के लिए मार्ग ही प्रशस्त नहीं किया बल्कि गीत की जमींन पर कथ्य एवं रूप की दिशा में नवीन संवेदना को भी स्पंदित किया है।

लेखक के बारे में

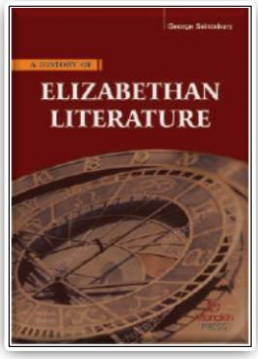
डह. नाज़िश बेगम का जन्म 2 जनवरी, 1979 को उत्तर प्रदेश के एटा जिले के अलीगंज कस्बे में हुआ। अलीगढ़ मुस्लिम विश्वविद्यालय, अलीगढ़, (उ.प्र.) से स्नातक, स्नातकोत्तर और पीएच. डी. की डिग्री प्राप्त कर वहीं हिन्दी विभाग में सहायक प्रोफेसर के पद पर कार्यरत हैं। निराला–काव्य का विशेष अध्ययन कर, आधुनिक काव्य के साथ ही समकालीन साहित्य से भी जुड़ी हुई हैं। 20 से भी अधिक राष्ट्रीय और अन्तरर्राष्ट्रीय संगोष्ठियों में प्रस्तुत शोध पत्र एवं 25 के लगभग प्रकाशित शोध आलेख हैं।

अध्याय 1: छायावादी छन्द चिन्तन और गीत विषयक मान्यताएँ, **अध्याय 2:** कवि निरालाः संवेदना के धरातल एवं शिल्प–प्रयोग, **अध्याय 3:** निराला के गीतों का विषय की दृष्टि से वर्गीकरण, **अध्याय 4:** संवेदना के विविध आयाम, **अध्याय 5:** निराला के गीतों का सांगीतिक पक्ष, **अध्याय 6:** उपसंहार, **परिशिष्ट–1** ग्रंथ

LITERATURE & EDUCATION

NEW

A History of Elizabethan Literature



ISBN: 9789-38622-1803
480 pg. | 2018 | PB | Rs. 795

George Saintsbury

ABOUT THE BOOK

It is an old-fashioned practice, but one which is perhaps none the worse for being old-fashioned, that an author should offer some kind of apology for undertaking a book, especially on a great and important subject. My only excuse for undertaking to write on the greatest period of the greatest literature of the world is that I have been diligently reading the productions, small and great, of this period for some five-and-twenty years with everincreasing admiration, and that I find the increase of my admiration due in no small degree to the comparison with other periods and other literatures, ancient and modern, which I have been enabled to make in the meantime. As for the particular purposes and methods by which I have been guided in writing this book, they are easily explained. I have endeavoured to give as complete and clearly arranged a view as I could of the actual literary performance of the period from 1560 to 1660, excluding or only lightly touching on those authors in its later part who may be said to have anticipated or prepared the post-Restoration changes, but including those who, even long after 1660, produced great work in the ante-Restoration styles. In doing this I have endeavoured to criticise each author from a uniform and independent standpoint, and I have never (unless in some very rare case specially indicated) delivered on any author mentioned a judgment based on second-hand information, whether I may agree or not with that of some previous writer. In regard, however, to what some moderns call the "Bio-Bibliographical" side of the matter, I have made much less attempt to be complete, and I do not pretend at all to first-hand information.

To obtain this last completely (and if incomplete it is of little use) by personal visits to registers and tombstones, and by personal inspection and collation of early editions, would occupy, if it would not overtask, the entire life of a man who enjoyed in other respects perfect leisure and command of his time. And the result, though no doubt not valueless, would, in my judgment at least, be far less valuable than that which, however imperfectly, I have attempted to achieve. For although, for instance, the British Museum Catalogue is a marvel of combined and accumulated, and Mr. Arber Transcript a marvel of single-handed, labour, the consulting of each, though I am told that some reputations for exact and careful knowledge have been based upon it, is only a degree less second-hand than the consulting of an encyclopædia. In other words, I will warrant every critical judgment and description, general and particular, in the following pages to be, unless the contrary is stated, based on original reading and thought. My dates and my biographical facts I take for the most part from others; and though I shall be glad (after verification) to make any correction, I shall not feel deeply convinced of sin if it turns out that I have dated this poet's Tears of Melancholy in March 1593, when the true date is May 1595; or asserted that that poet's grandmother was Joan Smith, who is buried at Little Peddlington, instead of Jane Smith, who was married at Kennaquhair. These things, interesting perhaps and sometimes valuable in their own way, are but ancillary, if even that, to the history of literature in the proper and strict sense; and it is the history of literature in the proper and strict sense with which I have to deal.

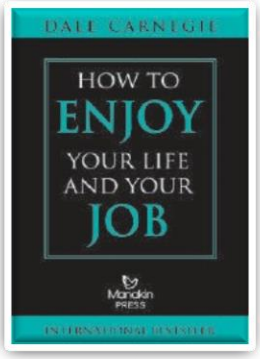
As to my manner of dealing with it, that, I suppose, must be left to the appreciation of the reader. Being strongly convinced that in order to understand the literary history of a period it is necessary to study the minor as well as the major illustrations of it, I have given what some may think disproportionate space to authors who have seldom before found much if any room in succinct histories of the kind; and I have endeavoured rather to map out the country carefully than to write about it brilliantly. In regard to the extracts which, though they curtail the available space somewhat, it seemed, to others besides myself, desirable to give, I have neither been afraid of a piece because it has been frequently given before, nor thought myself obliged to give it for the same reason. Of Shakespere, Spenser, Milton, and Bacon I have thought it best to give no extracts at al.

CONTENTS

1.From Tottel's "Miscellany" to Spenser, **2**. Early Elizabethan Prose, **3**. The First Dramatic Period, **4**. "The Faerie Queene" and its Group, **5**. The Second Dramatic Period-Shakespere, **6**. Later Elizabethan and Jacobean Prose, **7**. The Third Dramatic Period, **8**. The School of Spenser and the Tribe of Ben, **9**. Milton, Taylor, Clarendon, Browne, Hobbes, **10**. Caroline Poetry, **11**. The Fourth Dramatic Period, **12**. Minor Caroline Prose, Conclusion, Index

LITERATURE & EDUCATION

How to Enjoy Your Life and Your Job



ISBN: 9789-38622-1438
240 pg. | 2018 | PB | Rs. 395

Dale Carnegie

ABOUT THE BOOK

Uncover Your Hidden Assets -- You Can Fill Each Day With Excitement And A Sense Of Satisfaction! Even if you love your work, you probably have days when almost nothing goes right. Bestselling author Dale Carnegie shows you how to make every day more exciting and rewarding -
- how you can get more done, and have more fun doing it. Dale Carnegie's time-tested advice will help you to:

- Make other people feel important – and do it sincerely
- Avoid unnecessary tension – save your energy for important duties
- Get people to say yes – immediately
- Turn routine tasks into stimulating opportunities
- Spot a sure-fire way of making enemies – and avoid it
- Smile in the face of criticism – you've done your very best!

How to Enjoy Your Life and Your Job will help you create a new approach to life and people and discover talents you never knew you had. Dale Carnegie can help you get the most out of yourself – all the time. Start developing your innate strengths and abilities – start enriching your life TODAY!

LITERATURE & EDUCATION

ISBN: 9789-38437-0114
230 pg. | 2017 | HB | Rs. 895

What Children Really Want

Coomi S.Vevaina

UNTRUTHS
•WE know what is best for children • WE should decide on what knowledge we need to pour into them • WE should do all we can to help them achieve success in life

TRUTHS
•Children usually know what is best for them • Children's inherent wisdom, creativity and spontaneity usually get wiped out by the time they reach puberty • Children perceive the notion of 'success' very differently from us

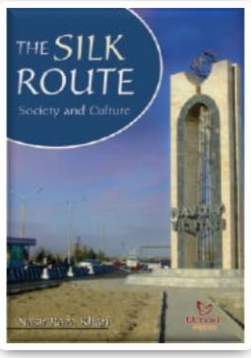
ABOUT THE BOOK
What Children Really Want is a groundbreaking book which gives the reader unique glimpses into the minds of children. It is written for all who love and care for children and young adults. The first half of the book emphasizes the need for self-reflection to ensure that we adults do not project our desires, anxieties and frustration on children. Lucidly explained concepts are reinforced with Anchor Points, Exercises and Active Imagings and stories for children to suggest ways of applying the concepts. The second half discusses the need to support children with stillness training, holistic education and awareness of social justice issues in order to make our rapidly shrinking and increasingly threatened world a better place for the generations to come.

ABOUT THE AUTHOR
Coomi S. Vevaina (Ph.D. Literature & Ph.D. Education) is an internationally acclaimed educator, literary critic, creative writer, teacher trainer, storyteller and spiritual educator with nine books and fifty-five research papers in refereed national and international journals and critical anthologies. She has received numerous awards and honours for her research work and for the power and passion with which she teaches. She connects deeply with children, young adults, parents and educators across the world.

CONTENTS
Section – I Introduction, **1.** We and Our Masks, **2.** Our Rejected Ones in Hiding, **3.** Our Shared Individuality, **4.** Our Deep Self, **Section – II** Introduction, **5.** Introspection and Stillness Training, **6.** Learning for Life Training, **7.** Training in Social Justice Issues References, Index

History | India Central Asia Trade | India-Eastern Asia Trade & Culture

LITERATURE & EDUCATION



ISBN: 9789-38667-7495
126 pg. | 2018 | HB | Rs. 895

The Silk Route Society and Culture

Nasir Raza Khan

ABOUT THE

BOOK

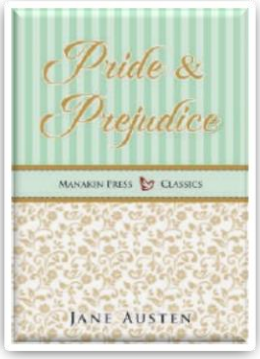
The aim of this book The Silk Route: Society and Culture is to analyse the Society and culture along the historical Silk Route, and to investigate the various routes linking India with the Central Asian courtiers. In the recent year, in the region of Central Asia and its neighbourhood there has been a growing competition for the revival of the historical 'Silk Route'.. Today, the reality of this historical Silk Route or Road is re-emerging in a new geopolitical context, with the potential for shared prosperity among the states connected within this route. The new Silk Road of the 21st century covers almost all modes of communication infrastructure and transportation including road network, rail and oil and gas pipeline.

During the last twenty year several researches have been done of the history and the rival of the Silk Route, the present volume is given a of resume these efforts and researches, unfolding the potential of India's relation with Central Asian.

ABOUT THE AUTHOR
Nasir Raza Khan (Ph.D.) is Offg. Director of the India-Arab Cultural Centre, Jamia Millia Islamia, New Delhi, and former Director of the Lal Bahadur Shastri Centre for Indian Culture, Tashkent, Uzbekistan. His recent publications include *India, Central Asia and the World Powers (2013), Regional Sufi Centres in India: Significance & Contribution (2015), India and Central Asia: Geopolitics, Economy and Culture (2016) and Sufism in India and Central Asia (2017).*

CONTENTS
Preface, Introduction, **1**. Silk Route' Past, Present and Future, **2**. On Going Projects for Silk Route Revival, **3**. Revival of The Silk Route in Present Scenario, **4**. Prospects and Potentials of The Silk Route, **5**. Tourism Prospects, **6**.End Notes, **7**. Select Bibliography, **8**. Index

Pride & Prejudice



Jane Austen

ABOUT THE BOOK

Pride & Prejudice is a novel of manners by Jane Austen. The story follows the main character Elizabeth bennet as she deals with issues of manners, upbringing, morality, education, and marriage in the society of the landed gentry of early 19th-century England.

When Elizabeth Bennet meets Fitzwilliam Darcy for the first time at a ball, she writes him off as an arrogant and obnoxious man. He not only acts like an insufferable snob, but she also overhears him rejecting the very idea of asking her for a dance!

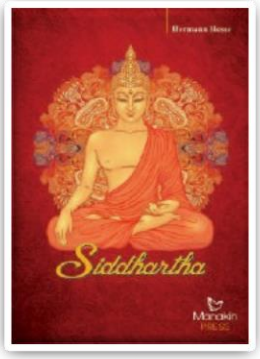
As life pits them against each other again and again, Darcy begins to fall for Elizabeth's wit and intelligence and Elizabeth begins to question her feelings about Darcy. But when Darcy saves her youngest sister Lydia from a scandal, Elizabeth starts to wonder if her pride has prejudiced her opinion of Darcy.

Through this tale about two warring hearts, Jane Austen weaves a witty satire about life in eighteenth century England. And though it was published more than two centuries ago, *Pride and Prejudice* continues to enthrall all readers to this very day.

ISBN: 9789-38622-1315
480 pg. | 2016 | PB | Rs. 265

Allegory | Ancient India in Popular Culture | Buddhism in Fiction | Fictional Buddhist Monks | Cultural Depictions of Gautama Buddha | Literature & Fiction

Siddhartha



Hermann Hesse

ABOUT THE BOOK

Siddhartha – an Indian Tale by Hermann Hesse is about a son of a Brahman who in his quest for the truth rejects his father's faith. His way is through asceticism, meeting with the Buddha, love adventures and a secular life until he calms down and finally finds–enlightenment. In many ways the novel is a poetic parallel to the life of the Buddha. The book, Hesse's ninth novel, was originally written in German, in a simple yet powerful and lyrical style. It was first published in 1922, after Hesse had spent some time in India in the 1910s.

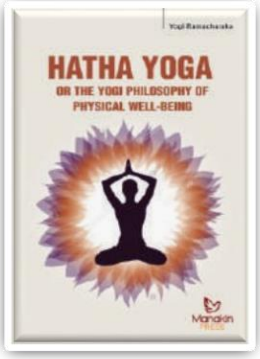
ABOUT THE AUTHOR

Hermanne Hesse (2 July 1877 – 9 August 1962) was a German Swiss poet, novelist, and painter. In 1946, he received the Noble Prize in Literature. His best-known works include Steppen Wolf, Siddhartha, and The Glass Bead Game (also known as Magister Ludi) which explore an individual's search for spirituality outside society.

ISBN: 9789-38622-1360
112 pg. | 2018 | PB | Rs. 195

Yoga | Hatha | Education | General

Hatha Yoga or The Yogi Philosophy of Physical Well-Being



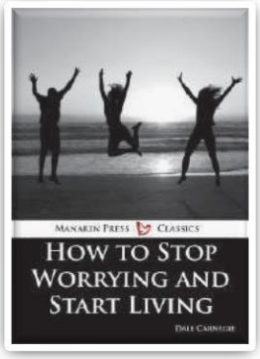
Yogi Ramacharaka

About the Book

Followers of the early-20th-century "New Age" philosophy of New Thought believed they could learn the secrets of mind over matter, and one of their most influential teachers-enormously popular writer and editor William Walker Atkinson, writing pseudonymously here-revealed to them, in this 1904 work, the teachings of Hatha Yoga. His lessons cover: . the body's Vital Force. The laboratory of the body how what we eat impacts the "life fluid" of the blood the yogi's approach to food and eating the yogi theory of the "prana absorption" of nutrients . mastering "yogi breathing" harnessing "pranic energy" rules for relaxation and much more. See also Series of Lessons in Gnani Yoga and Series of Lessons in Raja Yoga, also available from Cosimo. American writer WILLIAM WALKER ATKINSON (1862-1932) was editor of the popular magazine New Thought from 1901 to 1905, and editor of the journal Advanced Thought from 1916 to 1919. He authored dozens of New Thought books under numerous pseudonyms, some of which are likely still unknown today, including "Yogi Ramacharaka" and "Theron Q. Dumont."

ISBN: 9789-38667-7297
230 pg. | 2018 | HB | Rs. 595

LITERATURE & EDUCATION



ISBN: 9789-38437-0596
336 pg. | 2016 | PB | Rs. 195

How to Stop Worrying and Start Living

Dale Carnegie

ABOUT THE BOOK

How to Stop Worrying and Start Living is a self-help book by Dale Carnegie. Carnegie is considered to be one of the greatest self-help experts, he mentions in the preface that he wrote it because he "was one of the unhappiest lads in New York". He says that he made himself sick with worry because he hated his position in life, which he attributes to wanting to figure out how to stop worrying.

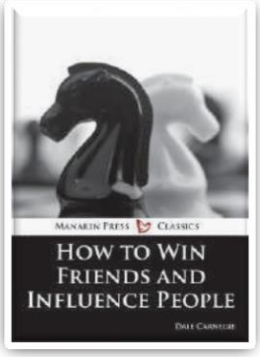
The book's goal is to lead the reader to a more enjoyable and fulfilling lifestyle, helping them to become more aware of, not only themselves, but others also around them. Carnegie tries to address the everyday nuances of living, in order to get the reader to focus on the more important aspects of life.

The bookincorporates:

Seven Ways to Cultivate A Mental Attitude That Will Bring You Peace and Happiness

1. Eight Words That Can Transform your Life, **2**. The High cost of Getting Even, **3**. If Your Do This, Your Will Never Worry about Ingratitude, **4**. Would You Take a Million Dollars for What You Have?, **5**. Find Yourself and Be Yourself (Remember There is No One Else on Earth Like You), **6**. If You Have a Lemon, make a Lemonade, **7**. How to Cure Depression in Fourteen Days.

LITERATURE & EDUCATION



ISBN: 9789-38437-0602
272 pg. | 2016 | PB | Rs. 195

How to Win Friends and Influence People

Dale Carnegie

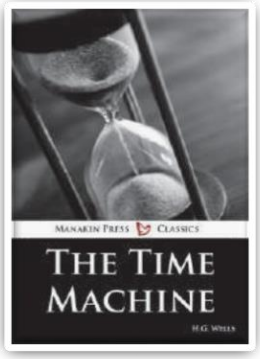
ABOUT THE BOOK

How To Win Friends and Influence People is one of the first bestselling self-help books ever published, written by Dale Carnegie, it has sold millions of copies worldwide.

TWELVE THINGS THIS BOOK CAN DO FOR YOU

1. Get you out of a mental rut, give you new thoughts, new visions, new ambitions**, 2**. Enable you to make friends quickly and easily**,** **3**. Increase your popularity**, 4**. Help you to win people to your way of thinking**, 5**. Increase your influence, your prestige, your ability to get things done**, 6**. Enable you to win new clients, new customers**, 7**. Increase your earning power**, 8**. Makes you a better sales person, a better executive**, 9**. Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant**, 10**. Make you a better speaker, a more entertaining conversationalist**, 11**. Make the principles of psychology easy for you to apply in your daily life**,** **12**. Help you to arouse enthusiasm among your associates.

LITERATURE & EDUCATION



ISBN: 9789-38622-1353
122 pg. | 2016 | PB | Rs. 95

The Time Machine

H.G. Wells

ABOUT THE BOOK

"There are really four dimensions, three which we call the three planes of Space, and a fourth, Time."

A compelling science fiction, *The Time Machine* is a first-hand account of a Time Traveller's journey into the future. A pull of the lever and the machine sends him to the year 802,701, when humanity has split into two bizarre races—the ethereal Eloi and the subterranean Morlocks. Here, his machine is stolen and with the help of Weena - an Eloi, he saved from drowning, the traveller is able to retrieve it.

Whizzing thirty million years further into the future, he finds a slowly dying earth, where the bloated red sun sits motionless in the sky and the only sign of life is a black blob with tentacles.

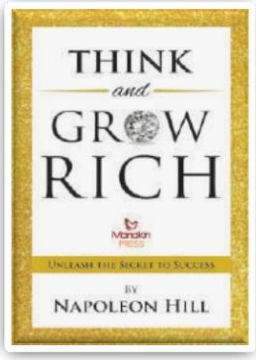
He returns to the Victorian time, overwhelmed, just three hours after he originally left...

Credited with inventing the time machine in this masterpiece, the provocative insight of H.G. Wells continues to enthrall the readers. *The Time Machine* has since been adapted into many feature films and television series, and has inspired many more works of fiction.

Think and Grow Rich

Unleash The Secret to Success

Napoleon Hill



ISBN: 9789-38667-7471
248 pg. | 2018 | PB | Rs. 195

ABOUT THE BOOK

Think and Grow Rich has earned itself the reputation of being considered a textbook for actionable techniques that can help one get better at doing anything, not just by rich and wealthy, but also by people doing wonderful work in their respective fields. There are hundreds and thousands of successful people in the world who can vouch for the contents of this book. At the time of author's death, about 20 million copies had already been sold. Numerous revisions have been made in the book, from time to time, to make the book more readable and comprehensible to the readers.

The book details out the most fundamental questions that once bothered the author, Napoleon Hill. The author once set out on a personal quest to find out what really made some people so successful. Why is it that some people manage to remain healthy, happy and financially independent, all at the same time? Why, after all, do some end up being called as lucky? The answers, no wonder, had to be no less than revelations.

For more than a decade, the author interviewed some of the wealthiest and most successful people in the world. It was based on what author learnt in the process from all these people, when asked about how they achieved not just great riches but also personal wellbeing. The author formulated hundreds and thousands of answers, into concise principles which when acted upon, many claim, can help one achieve unprecedented success.

The author has in many places narrated short stories and examples that help explain the concept at hand in an engaging manner. Think and Grow Rich teaches not just concepts but also methods. It is not a book that a reader can use for one time consumption. The book, even author recommends, has to be read one chapter at a time and in sequence. Several readers and even some motivational speakers claim to have been reading this book over and over again, few pages at a time, for a long time now. Till date, it remains the number one self help book in the world, as far as sales are concerned!

ABOUT THE AUTHOR

An American journalist, lecturer and author, Napoleon Hill is one of the earliest producers of 'personal-success literature'. As an author of self-help books, Hill has always abided by and promoted principle of intense and burning passion being the sole key to achieve success. Hill has authored numerous books among which Think and Grow Rich has been his most well-known works and had sold over 20 million copies back in the 1930s.

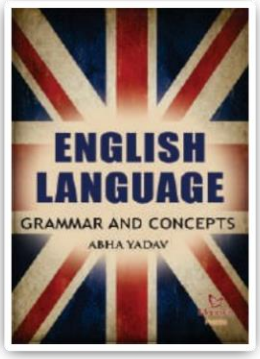
American born Napoleon Hill is considered to have influenced more people into success than any other person in history. He has been perhaps the most influential man in the area of personal success technique development, primarily through his classic book Think and Grow Rich which has helped million of the people and has been important in the life of many successful people such as W. Clement Stone and Og Mandino.

Literature & Education | Teaching | Literary Theory | English Language

LITERATURE & EDUCATION

English Language GRAMMAR AND CONCEPTS

Abha Yadav



ISBN: 9789-38622-1780
325 pg. | 2018 | PB | Rs. 695

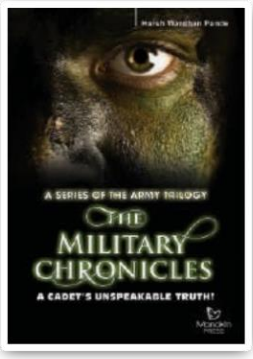
ABOUT THE BOOK

The English Language is no longer the language of the classes but is now a necessity and can be treated as a language of the masses. This book tries to teach the user of Hindi language, the nuances of English language and vice-a-versa. This book is an attempt to simplify the practice and usage of both languages Hindi and English. This is a unique book because it strikes a fine balance between the understanding and usage of both languages. It connects with the reader because of its simplicity and illustrative examples. It is a rich repository of information and the reader will find abundant knowledge that can be used to learn, enhance or rectify his or her language skills in Hindi or English. English being a universal language, this book will be helpful for those who are trying to learn the language and are struggling to find the right tools to help them. It is simple to understand and shall serve as a handbook for the reader.

ABOUT THE AUTHOR

Dr. Abha Yadav is a scholar of international repute who has a Ph.D. from Jawaharlal Nehru University, New Delhi (India). She is an eminent scholar who has taught in University of Delhi and has lectured widely on various law based issues in India and abroad. She is the recipient of the prestigious Fox International Fellowship from Yale University, U.S.A and has studied Intellectual Property Management from Indian Institute of Technology Delhi. She has conducted training sessions for senior managers in various prestigious institutions. She has worked closely with NGOs for social causes and to spread awareness about women-centric themes and Right to Information. She has also presented papers in various National and International Conferences and Seminars. She is deeply interested in linguistics and has read Urdu, Greek and Portuguese languages in addition to her mother tongue

FICTION & NON-FICTION



The Military Chronicles (A Series of the Army Trilogy)

A Cadet's Unspeakable Truth!

Harsh Wardhan Pande

ISBN: 9789-38667-7600
665 pg. | 2018 | PB | Rs. 795

ABOUT THE BOOK

'The Military Chronicles' is about Harsh who wants to do well in life despite of his pitiable performances in all spheres of life. While pursuing a course at Jaipur, he hopelessly falls in love with a beautiful Radhika. With new determination to make something of himself, he ends up joining in the Indian Military Academy. The rough and arduous life of the Academy transforms him into a new person. Will his new life impress his lady love? or does fate have something else planned for him?

The book is a first in a three-part series - 'The Army Trilogy.'

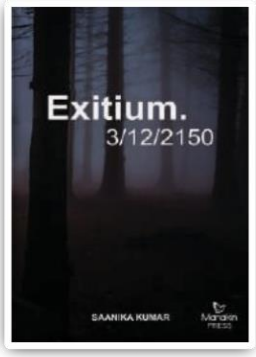
ABOUT THE AUTHOR

Lt. Col. Harsh Wardhan Pande is a Computer Literate Science graduate. He got commissioned in the Indian Army in 2001 in a Cavalry regiment and has a vast experience of service in the counter insurgency-affected areas of Kashmir and the North East. His sixteen years of experience in the Army are reflected in his debut novel - 'The Military Chronicles.' Previously, his writing has been published in various local journals. He resides presently in Suratgarh, Rajasthan with his extended family comprising of his better half Neetu, his naughty son Google, his delicate Dalmatian Layla and his bickering Burmese cat Chanu!

CONTENTS

1. Principium: The Dawn of Love, **2**. College Days, **3**. The Train, **4**. Litmus Test, **5**. Medicaux, **6**. Au Revoir: The Jaipur Chapter, **7**. Initium Novum, 8. First Term: The Ikki's plight **9**. Academy Darshan, **10**. Mussoorie Nights, **11**. Pahla Kadam: The First Step, **12**. The Grind, **13**. The Second Term, **14**. Bhadraj Annales, **15**. Up, Up and Away!, **16**. Last Term: The Transformation, **17**. Antim Pag, Bibliography

FICTION & NON-FICTION



Exitium. 3/12/2150

Saanika Kumar

ISBN: 9789-38667-7686
94 pg. | 2018 | HB | Rs. 425

ISBN: 9789-38667-7679
94 pg. | 2018 | PB| Rs. 325

ABOUT THE BOOK

What would you do if you knew the dates everyone in your life would die but weren't allowed to say anything? Knowing that every time you sat at dinner with your friend, they were subconsciously tick-tocking along with your death clock. What if one day everyone's date changed to 3/12/2150, except for yours?

I cut him off by saying, "I'm here because we both aren't going to die with everyone else in the world. Something bad is going to happen on the 3rd of December and I think I might know what."

"And what might that be?" He asked sarcastically.

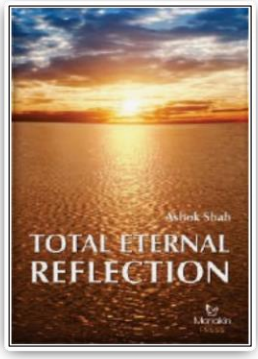
"The end of the world."

ABOUT THE AUTHOR

Saanika Kumar is an aspiring author who lives with her family in Dubai, United Arab Emirates. Now 17-years-old, she was born in India and moved to Dubai when she was a few months old. She has loved writing ever since she was a child, and fiction is her favorite genre. Having written countless short stories, she was shortlisted for an award in the all-ages category of the Emirates Literature Festival. When Saanika is not busy with school and her academic pursuits, she can be found curled up with a book and her cuddly pets comprising of 4 cats and 3 dogs who depend on her for their numerous treats. The idea for this novel came to her in 2015 and was finally completed a few months ago. She has always been fascinated by other people's life stories, whether she knows them personally or not. That was one of the main reasons why she started writing. Writing has always been a way for her to express herself, not only her writing but other people's writing as well. One of her favorite quotes is, "I'm not afraid of dying, I'm afraid of not living,"

FICTION & NON-FICTION

Total Eternal Reflection



ISBN: 9789-38437-0541
150 pg. | 2016| PB | Rs. 495

Ashok Shah

ABOUT THE BOOK

This book is the result of self-introspection of life and its manifestation in terms of the reality, we see outside with its relevance inside. Life is the only real phenomenon happening in our world, so splendid, and so fundamental with its unparalleled exquisiteness and unchallenged pristine existence that nothing else remains to be explored. We must not treat Life cheaply like a fashion to copy, to accumulate, to emulate and to become a slave of ideas or patterns away from the reality. The beauty of life reveals itself when we live our own, not following, not recurring in a system though how grand it may be. The truth of life cannot be an experience other than life itself.

ABOUT THE AUTHOR

He was born on 11 January, 1963 in Siwan, Bihar (India). In 1987, graduating from IIT Kanpur in Civil Engineering, he moved to IIT Delhi and did post graduation in Soil Mechanics and Foundation Engineering in 1989. After serving the Indian Railways for one year, he joined Indian Administrative Service in 1990. So far, he has worked in various capacities like; Collector and District Magistrate, Managing Director, Executive Director, Chief Executive Officer, Commissioner, Secretary in different departments. Presently, he is working as Principal Secretary to the Government of Madhya Pradesh. In addition to being a Philosopher, an Engineer, and an Administrator, he possesses deep concern for social awaking. He writes poems in Hindi and takes keen interest in Archaeology and Temple Architecture. He has authored six books of Hindi poetry namely:

1.Ma Ke Chhote Ghar Ke Liye; Padaw Prakashan Bhopal (1996). **2.** Unke Sapne Sach Hon; Yatri Prakashan, New Delhi (1999). **3.** Samay Mera Ghar Hai; Medha Books, New Delhi (2003). **4.** Samay Ki Peeth Par Hasthakshar Hai Duniya; Radhakrishna, New Delhi (2006). **5.** Samay Ke Paar Chalo; Radhakrishna, New Delhi (2009). **6.** Pita ka Aakash, Shilpayan; New Delhi (2015). His books on Archaeology and Temple Architecture are: **1.** Grandeur of Granite: Temples of Vyas Bhadora; Bookwell, New Delhi (2011).
2. Vintage Bhopa; Madhyam, Bhopal (2012). **3.** Ashapuri: The Cradle of Paramara and Pratihara Art, Temples Unveiled; Bookwell, New Delhi (2014).

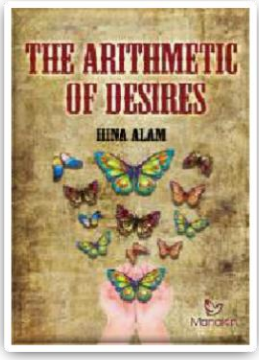
CONTENTS

1. Here is More Light, **2.** Thought is Time, **3.** Measurement, **4.** The Escape through Desire, **5.** Self-Enquiry, **6.** I Must Have the Moon, **7.** You Are Because I Am **8.** Division is Disorder, **9.** The Muddy Pool, **10.** The Suffering Has Cause, **11.** The Crisis in Mankind, **12.** Are We Living At Window, **13.** You Depend on Me **14.** The Matter of Permanence, **15.** Religion and Intelligence, **16.** In The Mirror of Observation, **17.** The Present We Have 18. The Change is Inside, **19.** The Flame without Smoke, **20.** The Element of Universe, **21.** The Well was There, **22.** Living is Meditation, **23.** The Sound of Silence, **24.** The Existence of Love **25.** The, Love of Death, **26.** Truth Alone is, **27.** Live Simply, **28.** At The River Bank, **29.** Nature's Feast, **30.** The Happiness of a Dog, **31.** The Three Monkeys **32.** The Little Child and The Cloudy Morning, **33.** Full Moon, **34.** The Squirrel, **35.** The Master, **36.** The Evening Meeting, **37.** The Worm, **38.** Father, **39.** The Calf, **40.** The Semal Tree, **41.** Another Day with Squirrel, **42.** The Three Birdies, **43.** The Ashok Tree

Fiction

FICTION & NON-FICTION

THE ARITHMETIC OF DESIRES



ISBN: 9789-38834-2001
210 pg. | 2018 | pb | Rs. 295

HINA ALAM

ABOUT THE BOOK

"There is an inherent courage that lies hidden in each one of us and it is the only recourse available to overcome the various situations in our lives. All the characters of this world are mere mortals and their reactions in various situations differ as the time and social constraints change. Human relationships are never perfect and it is our mere belief in a relationship that makes it perfect. People have to be accepted with all their colours. There is no set formula for the perfect partner or a perfect life. Life is to be lived and lived with all its shades. Life is actually " The Arithmetic of Desires' .

"Since time immemorial the chase has enthralled the human race far more than the catch itself. The more difficult is the chase, the more precious seems the catch."

"Jugnu Chacha believed that it's better not to taste certain things in life. "When you don't know the taste, you don't crave for it"…. Murmured JugnuChacha.

"Now Pammo who always kept logic above the emotions understood that logic fails when emotions take over. She now understood that love exists and there is no reasoning for why people love some people more than their own life and there is no cure to love except love"

ABOUT THE AUTHOR

Hina Alam is an educational consultant with a passion for story telling. She believes that human stories have power to shape our destinies. She is a multi-faceted blogger with interests in fashion and style. Her blog can be accessed on

NEW

FICTION & NON-FICTION

ISBN: 9789-38622-1797
60 pg. | 2018 | HB | ₹ 295

हुज़ूर, मैं आपका नमक खाता हूँ

शिवनारायण खन्ना

पुस्तक के बारे में

नाटकीय कथोप कथन के माध्यम से बच्चों के लिए साग–सब्जियों के गुण, रंग–रूप, पाचन–शक्ति और उनके खाने से लाभ–हानि का मनोरंजक शिक्षाप्रद वर्णन 'हुज़ूर! मैं आपका नमक खाता हूँ' पुस्तक में है। नाटक के माध्यम से विभिन्न साग सब्जियों की उपयोगिता और उनके रंग–रूप में अन्तर प्रस्तुत करते हुए पर्यावरण संबंधी जानकारी देना भी इस नाटक का लक्ष्य है।

अकबर और बीरबल के स्टेज पर आने से नाटक में हास्य और व्यंग्य का समावेश तो हुआ ही है साथ ही आज सर्वत्र फैली चापलूसी और चाटुकारिता भी उजागर हुई है। जिसे सामने देखा और जिससे अपना मतलब सधा उसकी चापलूसी और गुणगान कर मतलब निकलते ही उसकी बुराई और दोषारोपण आज आम बात है और यह शिक्षाप्रद नाटक उस ओर भी इंगित करता है।

स्कूलों में अभिनय की दृष्टि से इस नाटक की विशिष्टता यह है कि एक साथ लगभग एक सौ बच्चे भाग ले सकते हैं क्योंकि कुछ मुख्य पात्रों को छोड़कर बाकी सभी पात्र मात्र एकबार ही स्टेज पर आते हैं। दूसरी ओर कम बच्चे होने पर एक बच्चा ही अनेक रोल कर सकता है।

इस पुस्तक की खूबी यह है कि इसमें सम्मिलित सभी चित्र के. आर. मंगलम वर्ल्ड स्कूल, वैशाली की कक्षा–5 में पढ़ने वाली 10 वर्ष की बालिका कृति अरोड़ा ने बनाए हैं और वह भी मुद्रण से पूर्व केवल दो–तीन दिनों में।

विश्वास है नाटक के माध्यम से शिक्षा और चित्रांकन के साथ साथ हास्य और व्यंग्य की सृष्टि में यह नाटक मील का पत्थर साबित होगा।

लेखक के बारे में

डॉ शिवनारायण खन्ना का जन्म 18 नवम्बर, 1934 इटावा (उ.प्र.) में हुआ था। इनकी प्रारम्भिक शिक्षाः इटावा से और विश्वविद्यालयी शिक्षाः डी.ए.वी कॉलेज, कानपुर (आगरा विश्वविद्यालय से सम्बद्ध) प्राप्त की। इन्होंने पुस्तकालय विज्ञान में स्नातकोत्तर एवं पी.एच.डी. कलकत्ता विश्वविद्यालय से प्राप्त की।

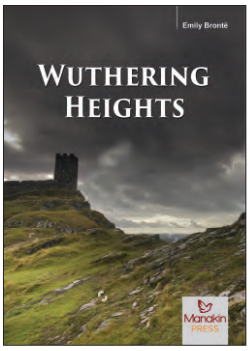
सर्वथा नवीन विषय 'हिन्दी उपनामों का अनुशीलन एवम् अन्वेषण', सन् 1957–1990 भारत के राष्ट्रीय पुस्तकालय, कलकत्ता में विभिन्न उत्तरदायित्वपूर्ण वरिष्ठ पदों पर कार्य किया। सन् 1990–1993 दक्षिण पूर्व एशिया के व्यस्ततम सार्वजनिक पुस्तकालय दिल्ली पब्लिक लाइब्रेरी में निर्देशक के पद पर रहें। पिछले बीस वर्षों से 'नटरंग प्रतिष्ठान' में संग्रहालय प्रमुख रहें तथा नाटक एवम् रंगमंच की त्रैमासिक पत्रिका 'नटरंग' में वह व्यवस्थापक के भी पद पर रहें। उनका प्रथम प्रकाशन 'कमल कामिनी और कलकत्ता' सन् 1960 साप्ताहिक हिन्दुस्तान पत्रिका में प्रकाशित हुआ।

'पुस्तकालयः एक चिन्तन' सन् 1972, 'सात आधुनिक एकांकी' सन् 1976 में संपादक, 'उपनामः एक अध्ययन–हिन्दी उपनामों का अनुशीलन एवम् अन्वेषण' सन् 1978, 'प्रज्ञाचक्षु सूरदास–अंतरर्राष्ट्रीय वातायन से' सन् 1984, संपादक, 'तुलसी साहित्य संदर्भ कोश' सन् 1989, संपादक, 'बैंगन शरणम् गच्छामि' सन् 1992 (नाटक), 'श्री गीता तत्त्व चिन्तन', संपादक तथा 'पुस्तकालय विवेचन' सन् 2006 में कृतियाँ उच्चश्रेणी पर प्रकाशित हुईं। इन्हें राष्ट्रपति द्वारा सन् 1970 में प्रशस्ति–पत्र एवं स्वर्ण पट्टित पदक से सम्मानित किया गया। उत्तर प्रदेश हिन्दी संस्थान, हिन्दी साहित्य सम्मेलन, सहत्राब्दी विश्व हिन्दी सम्मेलन आदि ने सम्मनित किया। विवाह विचार कोश पुस्तक 2014 में प्रकाशित हुईं।

साहित्यकार उपनाप कोश, महात्मा गांधी साहित्यः हिन्दी अंग्रेजी संदर्भ कोश, उपन्यास कोश, राष्ट्रीय एकता का सबल सूत्रः रामचरित मानस, साहित्य के झरोखे से प्रेम

NEW

FICTION & NON-FICTION



ISBN: 9789-38622-1322
428 pg. | 2018 | PB | ₹ 595

Wuthering Heights

Emily Brontë

About the Book

Wuthering Heights is Emily Brontë's first and only published novel, written between October 1845 and June 1846, and published in 1847 under the pseudonym Ellis Bell; Brontë died the following year, aged 30. The decision to publish came after the success of her sister Charlotte's novel, Jane Eyre. After Emily's death, Charlotte edited the manuscript of Wuthering Heights, and arranged for the edited version to be published as a posthumous second edition in 1850. Wuthering Heights is the name of the farmhouse where the story unfolds. The book's core theme is the destructive effect of jealousy and vengefulness both on the jealous or vengeful individuals and on their communities.

About the Author

"He wanted all to lie in an ecstasy of peace; I wanted all to sparkle and dance in a glorious jubilee. I said his heaven would be only half alive; and he said mine would be drunk: I said I should fall asleep in his; and he said he could not breathe in mine."

राष्ट्रीय एकता का सबल सूत्र: श्रीरामचरितमानस

शिवनारायण खन्ना

ISBN: 9789-38622-1308
194 pg. | 2018 | HB | ₹ 695

पुस्तक के बारे में

वर्तमान असहिष्णुता के वातावरण में हम भारत वासियों को अपनी अस्मिता बनाए रखना है। आज के दूषित वातावरण में आवश्यक है कि हम अपने महान पुरूषों, महार्षियों, साहित्यकारों, संगीतकारों, कलाकारो आदि की कृतियों में शांति, अहिंसा, संतोष, व्यास, दया, दान एकता आदि के सन्देश खोजे, उन पर मनन और चिन्तन करें और फिर उन पर आचरण भी करें।

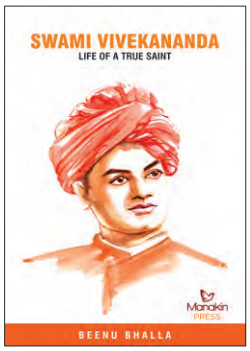
गोस्वामी तुलसीदास कृत 'श्रीरामचरितमानस' एक महान साहित्यक कृति है। महत्वपूर्ण बात यह है कि 'श्रीरामचरितमानस' में हमारी एकता के लिए अनेक संदर्भ और संकेत है। राष्ट्रीय एकता के परिप्रेक्ष्य में 'श्रीरामचरितमानस' के इन बिखरे संदर्भों को प्रस्तुत पुस्तक में उजागर किया है। राष्ट्रीय एकता की दृष्टि से 'श्रीरामचरितमानस' के योगदान और विशेषकर आज के संदर्भ में इसमें सन्नहित उपदेशों पर आचरण की और भी अधिक आवश्यकता हैं।

विषय सूची

1. राष्ट्रीय एकता का सबल सूत्राः रामचरित मानस, 2. राष्ट्रीय एकता की दृष्टि से रामचरित मानस और मराठी संत कवि एकनाथ वृफत भीवार्थ रामायण, 3. मानस वेफ किसी भी काण्ड का पहला अंग्रेजी अनुवाद अदालत खां वृफत, 4. प्रारम्भिक विदेशी चिंताकों की दृष्टि में तुलसीदास, 5. रामचरित मानस वेफ अनुवाद, 6. रामकथा और मुस्लिम सहित्यकार, 7. उन्नीसवीं शताब्दी में मुद्रित रामचरित मानस वेफ प्रकाशन, 8. गोस्वामी तुलसीदास का वास्तविक नाम, 9. तुलसी साहित्य सन्दर्भ कोश,

RECENT

BIOGRAPHIES



ISBN: 9789-38622-1544
156 pg. | 2020 | HB | ₹ 595

Swami Vivekananda :Life of A True Saint

Beenu Bhalla

ABOUT THE BOOK

Swami Vivekananda was an Indian Hindu Saint and main disciple of 19th Century Saint Ramakrishna. A true nationalist to core one who took both modern education and excelled in it and went deep into great Hindu Scriptures under the guidance of greatest of gurus of his time, who was revered by everybody, it is said that he talked and basked in glory of greatest of all mothers THE GODDESS KALI. Vivekananda gained true knowledge of Hindu Dharma, Philosophy, Yoga & Meditation, he is considered to be the first one from India to cross the bridge and preach Hindu Dharma to westerners in their own language. He brought great fame and name to Hindu Dharma which had gone 5down under the centuries of Moghul and then British rule. His most famous speech at the Parliament of World's Religions in Chicago in 1893 which began as ....."Sisters and brothers of America" and one in which he spoke about greatness of Hindu Dharma and way of life is considered amongst the greatest speeches ever in the world. Vivekananda preached of a dharma which taught true human service bereft of any caste, creed or color and said service to one's motherhood, brotherhood and society is supreme service to God.

ABOUT THE AUTHOR

Beenu Bhalla born in New Delhi on 6th May, 1969 and graduated from Atma Ram Sanatan Dharma College in 1989 and subsequently did his Masters in Political Science from DU and MBA in Sales and Marketing from IASE University, Rajasthan. He has qualified UGC NET exam in 1994. A ren personal publishing professional with a long professional career spanning from early 1990's to present wherein he worked in organization like Springer, Jones and Bartlett, Asian Books, I K International and others. Presently he is associated with Panwrold Group New Delhi as Director Sales and Business Development and also as Director Publishing with Manakin Press Private Limited where he is doing his best to introduce cost effective text and reference books for the benefit of students in India and elsewhere. This biography of Great Swami Vivekanana is a humble tribute to a great personality and saint with, sole aim of bringing him closer to our younger generation.

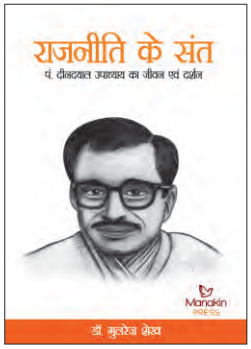
CONTENTS

1. Demonetisation: Concept, **2.** JAM Trinity: Jan Dhan Yojana, Aadhar, Mobile Banking, **3.** Demonetisation and Corruption: A Global Perspective, **4.** Black Income, Money and Wealth: Parallel Underground Economy, **5.** Demonetisation, Terrorism and Other Criminal Activities, **6.** Counterfeit Currency: Lessons from International Experience, **7.** Cashless Society: International Perspective, **8.** Towards a Transformed Economy, *Index*

Humanities | Auto Biography

RECENT

BIOGRAPHIES



ISBN: 9789-38437-0749
180 pg. | 2017 | HB | ₹ 695
ISBN: 9788-19295-9863
180 pg. | 2015 | PB | ₹ 395

राजनीति के संत

पं. दीनदयाल उपाध्याय का जीवन एवं दर्शन

डॉ. गुलरेज़ शेख़

पुस्तक के विषय में

पं. दीनदयाल उपाध्याय के जीवन पर आधारित यह प्रकाशन एक प्रयास है, महान आत्मा के जीवन दर्शन को दर्शाने का। इस पुस्तक का उद्देश्य, पं. दीनदयाल उपाध्याय के जीवन के संग उनके सामाजिक एवं राजनैतिक विचार, जो कि मानवता के सिद्धान्तों से ओत–प्रोत हैं तथा बिरले ही राजनैतिक विचारकों से प्राप्त होते हैं, पर प्रकाश डालना है।

इस पुस्तक के माध्यम से हमारा आशय प्रतिकूल सामाजिक, आखथक एवं राजनैतिक परिस्थितियों के चलते भी किस प्रकार से एक व्यक्ति न केवल स्वयं अपितु समाज निर्माण में भी अपना दायित्व सकारात्मक रूप से पूर्ण कर सकता है पर भी प्रकाश डालना है। सामान्य परिवार में जन्म, बाल्यवस्था में माता–पिता का निधन, दरिद्रता एवं शिक्षा ग्रहण करने हेतु अमृदु पथ पं. दीनदयाल उपाध्याय को पथभ्रष्ट करने में अक्षम रहे। बालकाल से, जनसंघ के राष्ट्रीय अध्यक्ष तक की यात्रा का प्रत्येक पड़ाव आधुनिक भारत के युवाओं हेतु मानवता, राष्ट्रवाद एवं व्यक्तित्व निर्माण का सर्वोच्च दर्शन है।

जिस समय विश्व समाजवाद या पूंजीवाद के जटिल प्रश्न पर व्याकुल था, उस समय पं. दीनदयाल उपाध्याय ने विश्व को एकात्म मानवदर्शन का व्यवहारिक सिद्धांत प्रदान किया। आशा है, इस पुस्तक के माध्यम से हमारा सूक्ष्म प्रयास महान आत्मा का दर्शन प्रदान करने में कारगर सिद्ध हो।

लेखक के विषय में

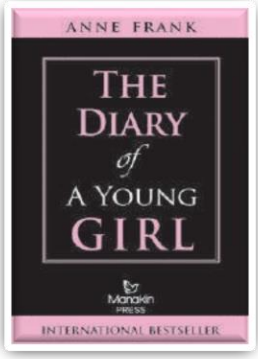
डॉ. गुलरेज शेख, बी.डी.एस., मध्य प्रदेश के निवासी हैं तथा व्यवसाय से दंत रोग विशेषज्ञ हैं। सामाजिक क्षेत्र में कार्यरत लेखक शिक्षण संस्थाओं एवं मानवाधिकारों हेतु प्रयासरत गैर शासकीय संगठनों से संबद्धित हैं। लेखक की रूचि चिकित्सा विज्ञान के अलावा राजनैतिक शास्त्र, भारतीय व आधुनिक यूरोपीय इतिहास एवं दर्शन शास्त्र में है।

विषय सूची

जन्म, संघर्षमय बचपन, साहसी, कष्टमय एवं मेधावी छात्र जीवन, प्रशासनिक सेवा परीक्षा में कौशल प्रदर्शन, संघजीवन, जनसंघ का दीपक, ईश्वरीय सत्ता में

BIOGRAPHIES

The Diary of a Young Girl



ISBN: 9789-38622-1407
250 pg. | 2017 | PB | Rs.495

Anne Frank

ABOUT THE BOOK

The book, 'The Diary of a Young Girl' is a compilation of diary writings of Anne Frank, a girl who had to resort to hiding along with her family because of the Nazi occupation. This book has received widespread publicity and is one of the most famous literatures of the Nazi era. This book has been translated in more than 60 languages and has received critical acclamation. Anne Frank died of typhus in a concentration camp and her diary was successfully retrieved by Miep Gies, who handed it to Anne's father, the lone survivor from the family. It was her father who then published the diary.

Anne Frank received a blank diary as a birthday present on her 13th birthday. She soon started using it and kept updating it regularly. She noted all major events and also wrote down various personal experiences. She maintained the diary regularly even during her tough times when her family went into hiding. This diary presents a distinctive account of the events that happened during that time and talks about the hardships faced by Jewish people due to the concentration camp. This diary reflects the cruelty of Nazism and the horrifying truths of Holocaust. The diary is written in three volumes which depict the three phases of her hiding life. In all senses, this book is a gripping read that showcases the dark side of humanity.

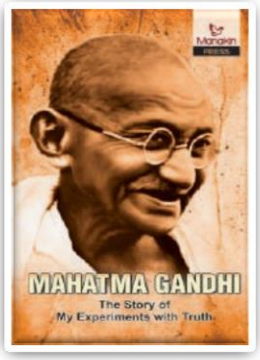
ABOUT THE AUTHOR

Anne Frank was a German Jew who was a victim of the Nazi cruelty. She is one of the most popular and discussed Jewish victims of the Holocaust. She is known for her diary which she wrote during her hiding days in Netherlands. She died due to typhus in the Bergen-Belsen concentration camp. There is a statue of her created by Mari Andriessen, outside the Westerkerk in Amsterdam. Plus, an Anne Frank Educational Centre is set up where Anne lived with her family. In 1999, Time magazine included her in their list of The Most Important People of the Century. Plus, Madame Tussauds wax museum has an exhibit that features her. In 1995, Asteroid 5535 Annefrank was named in her honor.

Mahatma Gandhi | Indian Autobiographies | Political autobiographies | Nonviolence

BIOGRAPHIES

The Story of My Experiments with Truth



ISBN: 9789-38667-7198
550 pg. | 2018 | PB | Rs. 895

Mahatma Gandhi

ABOUT THE BOOK

The Story of My Experiments with Truth is the autobiography of Mohandas Karamchand Gandhi, covering his life from early childhood through to 1921. It was written in weekly instalments and published in his journal Navjivan from 1925 to 1929. Its English translation also appeared in installments in his other journal Young India. It was initiated at the insistence of Swami Anand and other close co-workers of Gandhi, who encouraged him to explain the background of his public campaigns. In 1999, the book was designated as one of the "100 Best Spiritual Books of the 20th Century" by a committee of global spiritual and religious authorities.

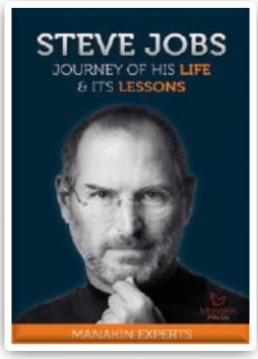
ABOUT THE AUTHOR

Mohandas Karamchand Gandhi, whom people lovingly called 'Bapu' is popularly known as Mahatma Gandhi. He was born on October 2, 1869 at porbandar in Gujarat. He received his early education at home which was highly influenced by his parents.

He was sent to England for higher studies. He studied law and in 1891 was called to the Bar. While practicing law in South Africa. He guided the Indians there to struggle against injustice, tyranny, and cruel laws. It was a non-violent successful movement.

After 21 years he returned to India and joined the struggle for India's Independence. Sabarmati was the centre of his many activities of non-violent, non-cooperation movements. For this, he was sent to jail many times. He fought against injustice fearlessly and was a tyranny everywhere. He strongly believed in Satyagraha which is a fight based on truth against injustice, cruelty and untruth. He successfully led the countrymen to their freedom in August 1947.

BIOGRAPHIES



ISBN: 9789-38667-7754
172 pg. | 2018 | PB | Rs. 595

Steve Jobs

Journey of his Life & Its Lessons

Manakin Experts

ABOUT THE BOOK

Steven Paul popularly known as "Steve" was an American businessman, Inventor and one of the founder member, chairman, and CEO of Apple Inc. Steve Jobs is perhaps one of the most iconic names of the present times as since time immemorial the quest to simplify the lives of human race has revolved around innovation and development of technology and it was his single headed faith and belief in innovating and creating products that stand out not only on quality but on its promise and deliver that also, he single handedly created one of the most iconic brands of our times Apple synonymous with iPad & iPhone.

Such is the impact of his creation "Apple" that today its annual turnover is approx 227 Billion USD. This is more than annual GDP of many countries and in the Indian context, it is almost 10% of our annual GDP

ABOUT MANAKIN EXPERTS

Steve Jobs, Journey of his life & Its Lessons is authored by a team of experts specially created for this purpose. The team comprises of experts drawn from academia, professionals from business & taxation field and lastly but not the least our editorial experts most of whom are english language & literature experts from the top institutions of India and abroad. While working on this project the sole purpose of the authors was to keep its language simple and easy to understand. We are sure that all readers will feel inspired by life and accomplishments of one of the greatest achievers of the present century.

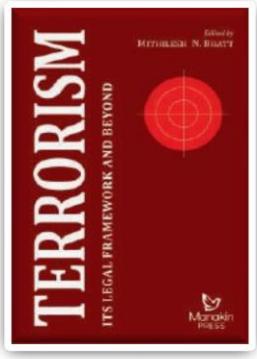
CONTENTS

Milestones of His Life, Steve Jobs's Resignation, Background and Introduction, Family and Early Life, Childhood & Schooling, **1**. Pre-Apple, **2**. NeXT Computer, **3**. Pixar and Disney, **4**. Family, **5**. Return to Apple, **6**. Health Issues, **7**. Resignation, **8**. Death, **9**. Portrayals and Coverage in Books, Films, and Theatre, **10**. Innovations and Designs
Some famous quotes & Pictures depicting his life, 20 Amazing Life Lessons We Can All Learn From Steve Jobs, Citations/References

Terrorism

Its Legal Framework and Beyond

Ed. by: Mithilesh N. Bhatt



ISBN: 9789-38437-0527
378 pg. | 2017 | HB | Rs.1295

ABOUT THE BOOK

India's Internal National security has been facing many threatening challenges i.e. Cross-border threats - Jammu and Kashmir Militancy, Insurgency, Terrorism, Communal Violence, Caste and Linguistic Violence, Technological challenges, Corruption, Threats due to Vote bank politics, violent agitations, Left Wing Extremism, Organized Crimes Human trafficking, Illegal migration etc. Among all, terrorism is the most dominant danger to peace and security of nation. Though terrorism is a very common phenomenon all over the world but there is no official or universal definition of terrorism agreed on by everyone. Despite decades of assimilation of academic literature on the subject of terrorism no commonly accepted definition has been formed. Many legal and judicial steps have been taken to fight all these threats but at the same time the threats keep changing their face with the change of time. The present book is an effort by like minded academicians and scholars to highlight the issue of terrorism and its different facets along with the menace of other internal security challenges which at times are as grave as terrorism.

ABOUT THE EDITOR

Dr. Mithilesh Narayan Bhatt is Assistant Professor of Law at Sardar Patel University of Police, Security and Criminal Justice, Jodhpur. Prior to this Dr. Bhatt was Assistant Professor of Law at Raksha Shakti University, (Government of Gujarat) Ahmadabad. Earlier he has completed Post-doctoral Research with General Fellowship of (Postdoctoral Fellow) Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He did his Ph.D. in Law from Jai Narain Vyas University, Jodhpur with University Scholarship (2006-07) and Doctoral Fellowship (2007-09) by Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He has also qualified UGC-NET examination (June, 2006).

Prior to it Dr. Bhatt has done LL.M. in Human Rights, LL.B. (New Scheme) and B.Sc. in Science-Biology branch. Dr. Bhatt has served as Guest faculty in Faculty of Law, Jai Narain Vyas University, Jodhpur during session 2009-10 and 2010-11 and also worked as an invigilator in various University exams as well as in UGC-NET examinations. He is Managing editor of International Journal of Police, Security and Criminal Justice (a Journal of Police University, Jodhpur). He was also Assistant Editor of "Indian Human Rights Law Review" (a biennial peer reviewed refereed journal) published by R. Cambray & Co. Private Ltd., Kolkata (ISSN-2230-7036).

Dr. Bhatt has publications in form of book (2), International refereed Journal (5), National Refereed Journal (11), Chapters in edited books (12), articles in case reporter of National repute (2) and many other publications. Dr. Bhatt has participated and presented Papers in 9 International Seminars and 35 National Conferences, Seminars and Workshops. He has completed one orientation programme, one refresher course and 8 other important training courses. More so he has delivered many invited lectures at several institutions like Rajasthan Police Training Centre, Jodhpur.

He is Life member of many reputed bodies like Indian Society of International Law, New Delhi, Member-Advisory Board of American Academic & Scholarly Research Center (AASRC), All India Law Teachers Congress, New Delhi and All India Federation of University and College Teachers' Organization (AIFUCTO), Hyderabad.

ACHIEVEMENT

मोमदूत, गुरुवार 02.06.2016 04

डॉ. मिथिलेश भट्ट की टेररिज्म पर पुस्तक प्रकाशित

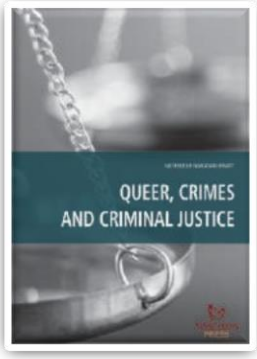
नवज्योति/जोधपुर।

सरदार पटेल पुलिसए सुरक्षा एवं दाण्डिक न्याय विश्वविद्यालय के विधि विभाग के सहायक आचार्य डॉ.मिथिलेश नारायण भट्ट की एडिटेड पुस्तक टेररिज्मए इटस लीगल फ्रेमवर्क एंड बियॉन्ड का अंतराष्ट्रीय प्रकाशक मनकीन प्रेस द्वारा प्रकाशन किया गया। इस पुस्तक में देश के विभिन्न राज्यों से डॉ.भट्ट समेत कई आचार्य एवं शोधार्थियों द्वारा लिखित आलेखों का संकलन किया गया है। पुस्तक आतंकवाद एवं आंतरिक सुरक्षा सम्बंधित पहलुओं पर शोध कार्य करने वालों हेतु लाभान्वित रहेगी। यह संदर्भित पुस्तक जुलाई माह से बाजार में उपलब्ध रहेगी। गत वर्ष भी डॉ.भट्ट द्वारा लैंगिक अल्पसंख्यकों पर किये गए पोस्ट डॉक्टरल शोध पर आधारित पुस्तक का प्रकाशन हुआ था, जिसका विमोचन वर्तमान में राज्य मानवाधिकार आयोग के अध्यक्ष जस्टिस प्रकाश टाटिया द्वारा किया जा चुका है।

CONTENTS

1. Theories and Different Kinds of Terrorism – *Caesar Roy* , **2.** Anti-Terror Laws in India: A Study in the Internal Security Mechanism – *Vijay P. Singh, Subir K. Bhatnagar*, **3.** Terrorism in India: A Potential Threat to the National Integrity Vis-À-Vis Human Rights – *Mithilesh Narayan Bhatt* , **4.** Terrorism: A Study of Meaning, Causes and Evolution with Special Reference to India – *Tweisha Mishra*, **5.** Critical Evaluation of the Process Under Anti-Terrorist Laws in India – *S.G. Goudappanavar*, **6.** International Conventions and Role un Agencies in Combating Terrorism: An Overview – *Hotur Krishna Bharadwaj* , **7.** Terrorism Under International Criminal Law: An Overview – *Shachi Barot* , **8.** Narco Terrorism: An Infinite Quest for Future Solution – *Saira Gori, A. Maris Port*, **9.** Scrutinizing Armed Forces (Special Powers) Act, 1958 in North East India in Context of Human Rights and Humanitarian Law – *Jinamoni Baruah*, **10.** AFSPA: The Beginning, Judical View and Public Perception – *Bhavinee Singh* , **11.** Demographic Challenges in North-East India with a Special Focus on Illegal Immigration [An Analytical Study] – *S.S. Das* , **12.** Policing in India, Politicization of the Indian Police System and Safeguarding the Human Rights – *Joshua N. Aston*, **13.** Human Trafficking–The Indian Perspective – *Avin Tiwari, Ganeshji Tiwari*, **14.** The Law on Parole and Probation in India Requires a Relook – *Souvik Chatterji*, **15.** National Cyber Security Policy, 2013: An Analysis – *Chitta Ranjan Gogoi*, **16.** Organized Crime in India, Annexures, Bibliography – *Mahak Rathee, Nishit Shah*

LAW



ISBN: 9789-38437-0251
382 pg. | 2017 | HB | Rs.1295

Queer, Crimes & Criminal Justice

Mithilesh Narayan Bhatt

ABOUT THE BOOK

The Queer/Sexual minority which inter alia includes lesbian, gay, bisexual, and transgender (hereinafter LGBT) people is not a new phenomenon in today's scenario. LGBT share a particular experience of their own sexual desires, as potentially directed toward a person of the same gender. They have transformed these experiences, desires, and practices into a social identity, a sexual orientation, which serves as a marker of individual selves and of a group.

Gay, Lesbian and Bisexuals, are considered as homosexuals whereas Transgender is used as an umbrella term. It can be used broadly to describe individuals that do not conform to the gender role expectations of their biological sex. The social stigma associated with non-conventional sexual orientation, gender behaviour or cross-gender identity still leads to social isolation for sexual minority. In many parts of the world including India, being member of sexual minority is not seen as a right, but as a wrong. Homosexuality is considered a sin or an illness, a social or ideological deviation, or a betrayal of one's culture. The systematic exclusion for sexual minor people from law and society is not contemporary practice but it has been coming from many ancient societies, laws, culture and Justice Systems. The most striking aspects of crimes and practices against LGBT individuals are the extent to which these crimes go unreported.

Research data have revealed that the social and legal situation of LGBT people, however, continues to be worrying. Homophobic and transphobic hate speech and hate crimes are result of apathy towards them from all corners. Many hate crime victims also prefer to suffer the trauma of victimisation in silence rather than to expose themselves to any risk of being attacked a second time. Other reasons include the fear of being out. The book concludes with some strong and viable recommendations, which are requisite to ensure safe and proper place to LGBT in society, inculcating humane approach in to laws and criminal justice system. Educations and awareness programmes through various means and various places can bring positive changes.

ABOUT THE AUTHOR

Dr. Mithilesh Narayan Bhatt is an Assistant Professor of Law at Sardar Patel University of Police, Security and Criminal Justice, Jodhpur. Prior to this Dr. Bhatt was Assistant Professor of Law at Raksha Shakti University, (Government of Gujarat) Ahmadabad. Dr. Bhatt has completed Post-doctoral Research with General Fellowship of (Post-doctoral Fellow) Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He was also awarded his Ph.D. in Law by Jai Narain Vyas University, Jodhpur with University Scholarship (2006-07) and Doctoral Fellowship (2007-09) of Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He has qualified the UGC-NET examination (June, 2006).

He was also Assistant Editor of "Indian Human Rights Law Review" (a biennial peer reviewed refereed journal) published by R. Cambray & Co. Private Ltd., Kolkata (ISSN-2230-7036). Presently Dr. Bhatt is Managing editor of University Journal namely International Journal of Police, Security and Criminal Justice (IPSC) (a peer reviewed refereed journal) Dr. Bhatt has publications in form of book (1), Research papers in refereed Journal (5), National Refereed Journal (11), Chapters in edited books (11), articles in case reporter of National repute (2) and many other publications.

Dr. Bhatt has participated and presented Papers in 8 International Seminars and 34 National Conferences, Seminars and Workshops. He has completed one orientation programme, one refresher course and 6 other important training courses. More so he has delivered many invited lectures at several institutions like Rajasthan Police Training Centre, Jodhpur. He is members of many reputed bodies like Indian Society of International Law, New Delhi; Member-Advisory Board of American Academic & Scholarly Research Center (AASRC); All India Law Teachers Congress, New Delhi and All India Federation of University and College Teachers' Organization (AIFUCTO), Hyderabad.

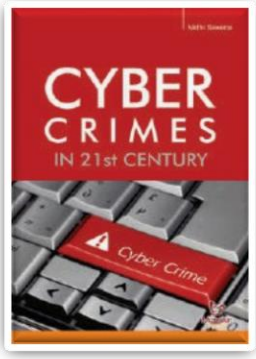
ACHIEVEMENTS

CONTENTS

1. Introduction, **2**. Medical Aspects of Sexual Minority (LGBT) **3**. Rights of Sexual Minority under Human Rights Law vis-à-vis Criminal Justice System **4**. Sexual Minority, Crimes and Criminal Laws Across the Globe **5**. Global Overview of Available Literature and Condition of Sexual Minority **6**. Sexual Minority Crimes and Criminal Justice System: A Study based on Empirical Account **7**. Conclusions and Recommendations **Annexure-1** Sample Sizes for Each Set of Respondents **Annexure-2** Questionnaire **Annexure-3** Global Legal Snapshot **Annexure-4** RTI Filed and It's Reply *Bibliography, Glossary of Terms, Index*

Cyber Crimes in 21st Century

Nidhi Saxena



ISBN: 9789-38437-0534
436 pg. | 2017 | HB | Rs. 895

ABOUT THE BOOK

Very conveniently we may describe our time as an internet era for the reason that it has been marked by such enormous developments which could never have been imagined just few years back. Almost every aspect of life has been digitalised from purchasing travelling tickets to procuring food packets, medicine, and even medical advice, ensuring the security of house, transforming the mode of livelihood, and what not. More so, the life has become globalised, it has brought the people closer irrespective of geographical distance or detachments.

With this, behavioural changes have also been witnessed in the contemporary society. Along with facilitating the transfer of information regarding the knowledge, both technological and general, equally, it has generated possibilities for the commission of new genre of crimes, known as Cyber crime.

Cyber crime may be defined as criminal activities carried out by means of computers or internet and it includes the transformation of criminal activities in virtual world, particularly computer integrity crime (such as, hacking, cracking and denial of services), computer assisted crime (namely, cyber fraud and cyber terrorism, cyber laundering), computer content crime (for instance, pornography, cyber stalking, voyeurism offensive communication pornography) and so on so forth.

Authors have made every effort to enthuse the readers to go through the book and feel enlightened to delve into various aspects of the developing areas of the cyber crimes, like -

- Cyberspace and transformation of criminal activities;
- A General Perspective of Cyber Crime;
- Computer Integrity Crime: Cyber Hacking/Hacking, Cracking and Denial of Service;
  Computer Assisted Crime: Cyber Fraud and Cyber Terrorism, Cyber Laundering;
  Computer Content Crime: Pornography, Cyber Stalking, Voyeurism Offensive Communication;
- Law and Order on the Cyber Beat; and
- Cyber crime Future: The Automation of Offender-Victim Engagement.

Along with synchronizing various aspects of the problems related with dealing in the Cyber crime, efforts have been made to pinpoint the relevant provisions of laws, particularly, the provisions of the Information Technology Act, 2000 amended in 2008. Suggestions have also been made for improvement at the appropriate places.

In view of above, the editor of this book very humbly hopes that it will be useful not only to those who are learned in law, law students and research scholars but also to the public in general, since endeavour has been made to provide adequate and reliable position of the prevailing law.

ABOUT THE EDITOR

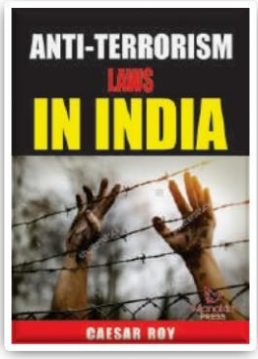
Dr. Nidhi Saxena is a research scholar of repute; she has earned her doctorate degree on the topic "Cyber Crime- Misuse of Electronic Technology- A Legal Study in the Light of Human Rights" from Babasaheb Bhimrao Ambedkar University (Central University), Lucknow in 2009. She has published number of papers in international as well as national journals, mostly dealing with the issues related to Cyber Law. She has vivid experience of participating in conferences, national and international, symposium, workshops etc. She has delivered number of talks on Cyber Law, Cyber Crime and Human Rights in various Institutions and Universities. She has been honoured by being invited to deliver lectures on human right under the auspices of State Human Rights Commission, Sikkim and has privilege to be associated with the Indian Society of International Law, and number of other educational bodies as member.

Presently, she is working as Assistant Professor, in the Department of Law, Sikkim University, Gangtok. Before joining Sikkim University, she has served various other institutions. Generally her favorite subject has been Cyber Law. Besides, she devotes her time in guiding research leading to doctoral and master's degree.

CONTENTS

Section-1 Cyberspace and the Transformation of Criminal Activity, **1.** Cyber Crime in India: Time Series Study of Cyber Crimes at State Level, **2.** Cyber Security Policies of China and the National Security Exception of GATT, **3**. Cyber Privacy in Indian Constitution and International Perspectives, **SECTION-2 Crime–A General Perspective of Cyber Crime**, **4**. Crime – A General Perspective of Cyber Crime, **5**. Trends and Challenges of Cyber Crime Laws in USA and India—A Comparative study, **6**. Legal Control of Right to Speech and Expression in Virtual Space, **SECTION-3 Computer Integrity Crime: Cyber Hacking/Hacking, Cracking and Denial of Service, 7**. Cyber Hacking Laws in India – An Analytical Study, **8**. Cyber Security in Banking System vis-a-vis Threats to Financial System of the Country, **SECTION-4 Computer Assisted Crime Virtual Robberies, SCAMS and Thefts, Cyber Fraud and Cyber Terrorism**, **9**. Cyber Warfare and its Legal Consideration, **10**. The Issue of Privacy in E-Commerce, **11**. Complexity of Cyber Laundering, **12**. Cyber Terrorism – A Rising Threat to India's Security [An Analytical Study in Socio Legal Perspective], **SECTION-5 Computer Content Crime: Pornography, Cyber Stalking, Voyeurism Offensive Communication**, **13**. The Emerging Trends in the Matters of Cyber Crime Against Women and Regulations in India, **14**. An Ex's Appetite for Revenge and its Devastating Consequences on a Victim Life in the Internet Era, **15**. Digital Voyeurism and Cyber Stalking in Digital Environment, **16**. Corporate Liability for Data Protection in India: A Critical Analysis of S.43 A of the Information Technology Act, 2000(Amended in 2008), **SECTION-6 Law and Order on the Cyber Beat**, **17**. Justice Procedure with Digital India Programme: An Effective Green Channel of Criminal Justice System in India, **SECTION 7 Cyber Crime Futuers: The Automation of Offender-Victim Engagement**, **18**. Darknet: Cloak of Anonymity, **19**. Cyber Murder: A New Dimension to the Crime of Murder

LAW



ISBN: 9789-38667-7440
372 pg. | 2018 | HB | Rs.1595

Anti–Terrorism Laws in India

Caesar Roy

ABOUT THE BOOK

There is need for stringent provision for prevention of terrorism. In a country like India if a law regarding terrorism is enacted it should be made so stringent that the culprit be brought to book and does not go scot-free just because of loopholes or lacunas. The need for special laws to combat terrorism cannot be under estimated, actually the problem lies with the implementation of laws and the abuse of powers conferred on the authorities under the special laws.

This book has been divided into seven chapters. Chapter one introduces the subject. Chapter two highlights the antiterrorism legislations in India. Those Laws are discussed in Chapter three. These laws have been discussed in two heads – preventive laws and punitive laws. It includes the enactment and consequential repeal of various Antiterrorism legislations in India. A significant question arise in this respect is; whether the terrorism can be prevented in the present shape and from altogether through law. The relevant issues have been discussed in this chapter. This chapter analytically explains anti-terrorism legislations in India. A study of such laws of those countries would be of great help in formulating a similar law for India. Need of extra ordinary legislations on anti-terrorism legislations in India and the constitutional validity of these laws are discussed in Chapter four. Some of the important features of the anti-terrorism laws of different countries are discussed in chapter five. In a democratic country like India, the role of judiciary is significant. Judiciary is a faithful keeper of the constitutional assurances. Judicial approach on anti terrorism legislations in India have been discussed in chapter six. It includes the trends of various High Courts and Supreme Court decisions on terrorism. In the last chapter some suggestions have been given to make anti-terrorism laws more effective.

Key Features:

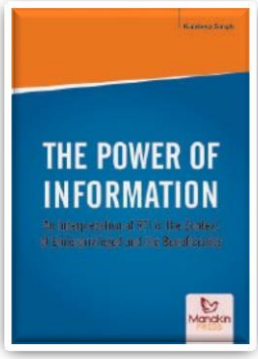
- In single copy the knowledge about terrorism in India and abroad can be gathered.
- This book is a classic work on the subject that clarifies the anti-terrorism laws in a straight forward and easily comprehensive style.
- Covers all aspects and dimensions of anti-terrorism laws in India.
- Laws on terrorism of India and of different countries are elaborately discussed.
- Role of judiciary on terrorist activities in India are mentioned and referred in numerous Supreme Court and High Court judgments.
- Some valuable suggestions are put forward to make the laws on terrorism more effective.

ABOUT THE AUTHOR

Caeser Roy has passed LL.B from Calcutta University and completed LL.M in Criminal Law. He has been awarded Ph.D (Law) from the University of Burdwan, West Bengal. His topic of the thesis is “Legal Control of Terrorism – An Analytical study with reference to India.” He has also completed PG Diploma in Criminology and Forensic Science. Besides he also successfully completed various Certificate Courses in Criminal Law. Now he is serving as Assistant Professor of Law at Midnapore Law College, West Bengal. Before joining he has practiced as an Advocate for three years. He has teaching experience for more than 8 years.

Law | Citizen Rights | Political Rights | Legal Studies | Human Rights

LAW



ISBN: 9789-38667-7228
172 pg. | 2018 | PB | Rs.595

The Power of Information

An Interpretation of RTI in the Context of Underprivileged and the Beneficiaries

Kuldeep Singh

ABOUT THE BOOK

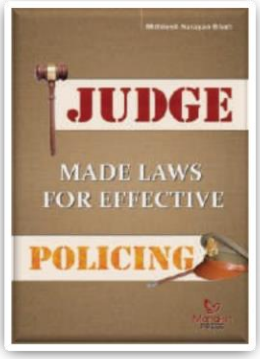
It is to the credit of the Indian government policy makers, that the poor in India are entitled to various government benefits to alleviate their dire situation. Schemes include Election Identity cards, subsidized rice, wheat and sugar with Ration Cards, subsidized cooking gas, Scholarships for SC/ST/OBC residents, sweepers to clean roads and supply of clean water. However, these privileges are often inaccessible to the poor either because they are not aware of them, or they don't have enough identity documentation to access the services, or the officials concerned are too corrupt or lazy to implement the measures. Evidence demonstrates that marginalized and downtrodden collectively make a substantial contribution to urban and national economies, and that many towns and cities would cease to function effectively without the people who live in slums. However, the situation in these slums is very depressing. Residents of slums live in constant fear of eviction or demolition. Police intimidate them; hospital and government offices neglect their plea, middle men in the community take advantage of them to get various government documents made through unofficial channels

ABOUT THE AUTHOR

Dr. Kuldeep Singh (PhD) is a development practitioner an experienced training facilitator cum development consultant; he was in the team of national experts for WHO/GOI Joint Monitoring Mission for RNTCP-TB, 2015. He works in Emmanuel Hospital Association as the Project Director of Sahyog Project based in East Delhi.

LAW

Judge Made Laws for Effective Policing



ISBN: 9789-38667-7921
325 pg. | 2019 | PB | Rs.1295

Mithilesh Narayan Bhatt

ABOUT THE BOOK

The Police is a key agency of the Criminal Justice administration and responsible for performing multi-facet functions such as the prevention of crime, maintenance of law and order, conduct of investigation of crimes, production of under trials before the Courts and post sentence surveillance over the criminals: etc. Law is dynamic and constantly changing therefore legal training and awareness to all level of law enforcement agencies are important. Law also includes "Judge Made Law." (The Judgments of the Supreme Court of India which are accorded the highest precedential value in terms of the Article 141 of the Constitution which reads : The Law declared by the Supreme Court shall be binding on all courts within' the Territory of India") This book is aimed to make aware the police and other law enforcement agencies about the development of case laws, guidelines regarding protection of privacy of victim of rape and other offences, Court rulings related to use of Forensic Science in Investigation of cases with special reference to polygraph, narco-analysis, DNA, Cyber Forensics etc., Important Rules of the Supreme Court and High Court related to Arrest, Bail, Search and seizure, Hostile Witnesses, further investigation etc., Procedure to be followed when arresting a person outside state, Court Rulings related to investigation of cases, Police Action in Civil Matters, main shortcomings in the process of investigation of criminal cases, etc.

ABOUT THE AUTHORS

Dr. Mithilesh Narayan Bhatt is Assistant Professor of Law at Sardar Patel University of Police, Security and Criminal Justice, Jodhpur. Prior to this Dr. Bhatt was Assistant Professor of Law at Raksha Shakti University, (Government of Gujarat) Ahmadabad. Earlier he has completed Post-doctoral Research with General Fellowship of (Postdoctoral Fellow) Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He did his Ph.D. in Law from Jai Narain Vyas University, Jodhpur with University Scholarship (2006-07) and Doctoral Fellowship (2007-09) by Indian Council of Social Science Research, (under Ministry of HRD) New Delhi (ICSSR). He has also qualified UGC-NET examination (June, 2006).

Prior to it Dr. Bhatt has done LL.M. in Human Rights, LL.B. (New Scheme) and B.Sc. in Science-Biology branch. Dr. Bhatt has served as Guest faculty in Faculty of Law, Jai Narain Vyas University, Jodhpur during session 2009-10 and 2010-11 and also worked as an invigilator in various University exams as well as in UGC-NET examinations. He is Managing editor of International Journal of Police, Security and Criminal Justice (a Journal of Police University, Jodhpur). He was also Assistant Editor of "Indian Human Rights Law Review"(a biennial peer reviewed refereed journal) published by R. Cambray & Co. Private Ltd., Kolkata (ISSN-2230-7036).

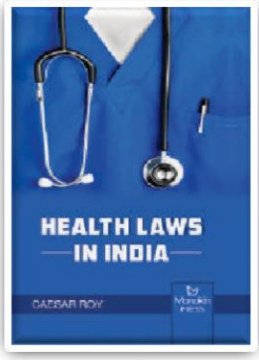
Dr. Bhatt has publications in form of book (2), International refereed Journal (5), National Refereed Journal (11), Chapters in edited books (12), articles in case reporter of National repute (2) and many other publications. Dr. Bhatt has participated and presented Papers in 9 International Seminars and 35 National Conferences, Seminars and Workshops. He has completed one orientation programme, one refresher course and 8 other important training courses. More so he has delivered many invited lectures at several institutions like Rajasthan Police Training Centre, Jodhpur.

He is Life member of many reputed bodies like Indian Society of International Law, New Delhi, Member-Advisory Board of American Academic & Scholarly Research Center (AASRC), All India Law Teachers Congress, New Delhi and All India Federation of University and College Teachers' Organization (AIFUCTO), Hyderabad.

CONTENTS

1. Introduction **2.** Initiation of Criminal Proceedings and Role of Police **3.** Arrest and Bail **4.** Investigation **5.** Scientific Investigation **6.** Searches and Seizure **7.** Charge-Sheet/ Final Report and Further Investigation **8.** Other Important Issues

LAW



ISBN: 9789-38834-2223
346 pg. | 2019 | PB | Rs.2895

Health Laws in India

Caesar Roy

ABOUT THE BOOK

The relationship between health and law in not new but the relation is multifaceted. Law and health are both subjects with an inherent dynamism. Health and law as a curricular subject of law is a recent addition and is taught in law colleges under many universities in India. But beyond the law college curriculum, many more topics are there relating to law and health. Thus keeping in mind the broad perspectives of health laws in India, this edited book tries to focus on intersection between law and health. Accordingly the book is divided into five extensive sections. Various authors have contributed their valuable writings for the book. The first section is "Concept of Health." It contains four chapters. The second section "Medical Profession, Patient and the law" includes two chapters. "Organization of Public Health Care and Medical Jurisprudence", the third section contains three comprehensive chapters. Fourth section is on "Insurance and Victim Compensation" with two chapters. Last section of the book is on "Health Legislative Perspective" with seven wide-ranging chapters. This edited book will be helpful to prepare a foundation for understanding and analysis of advanced knowledge in the field of health and its relation with law. This edited book has been explained in simple style so that all the readers could grip the subject easily widely cited in and referred in numerous Supreme Court and High Court judgments. The salient feature that distinguishes this edited book from others is the clear exposition of law, its systematic arrangement and simple and lucid language. This edited book is humble attempt of editor to discuss all the aforesaid issues and its legal implications. This edited book will be helpful for the teachers, students, researchers, lawyers, Judges, law firms, medical professionals, academicians, libraries, national and state Bar Associations, Law Universities and College and persons interested in the subject.

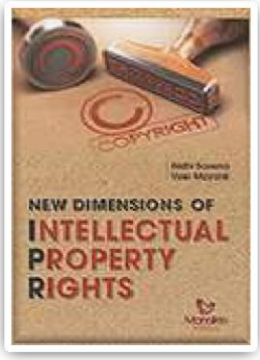
ABOUT THE AUTHOR

Dr. Caesar Roy has passed LL.B from Calcutta University and completed LL.M in Criminal Law. He has been awarded Ph.D (Law) from the University of Burdwan, West Bengal. He has also completed PG Diploma in Criminology and ForenCsic Science. Besides he also successfully completed various Certificate Courses in Criminal Law. Now he is serving as Assistant Professor of Law at Midnapore Law College, West Bengal. Before joining he has practiced as an Advocate for three years. He has teaching experience for more than 8 years. He has also participated in various Seminars, Conferences and Symposiums and also published several articles and writings in various national and international journals and edited books. The author is the Member of various Professional and Learned Bodies and Societies.

CONTENTS

1. Concept of Health **2.** Medical Profession, Patient and the Law **3.** Organization of Public Health Care and Medical Jurisprudence **4.** Insurance and Victim Compensation **5.** Health Legislative Perspective

LAW



ISBN: 9789-38622-1933
525 pg. | 2019| PB | Rs. 1895

New Dimensions of
Intellectual Property Rights

Nidi Saxena, Veer Mayank

ABOUT THE BOOK

The concept of commons is based on the attributes of exclusion and permissions. The limitations or boundaries on the use of a particular resource provide the exclusivities that adorn a resource with the necessary incentive for its development. Where a resource is freely available for everyone to use, the interest in the development or investment in the development of the resource is lost.

In the case of knowledge, however, exclusivity is difficult to attain since the utility of knowledge is only when it is known and once it is known it is non-excludable. Similarly in the case of technology, if it is valuable, it is likely to be copied or imitated, reducing the potential profits of the original inventor and thereby removing or reducing the incentive to inventors to engage in innovative activities. The significance of intellectual property rights (IPRs) has acquired increased importance in contemporary world in the wake of rapid growth and proliferation of technology.

The theme of the book centres on visualizing the changes that the current regime of IPR is undergoing in the context of globalization and the technological revolution. This book is designed keeping in mind research needs of LLB, LLM, M.Phil& PhD students of law for carrying out their research in IPR. The book while discussing the problems related to the emerging issues in IPR has tried to analyse the relevant laws in an attempt to seek a balance between the needs of the society for information dissemination and the rights of the creator or author of the knowledge to be rewarded for his creation.

In view of above, the editors of this book very humbly hope that it will be useful not only to those who are learned in law, law students and research scholars but also to anyone interested in the study of intellectual property law, since endeavour has been made to provide the prevailing position of the law.

Environmental ImpactAssessment

K.M. Baharul Islam | Zafar Mahfooz Nomani

ABOUT THE BOOK

Environment Impact Assessment: Theory & Practice deals with theoretical, practical, managerial and legal issues in multidisciplinary holism to suit Indian environmental planning and governance. Environment Impact Assessment is not only considered a tool for sustainable development but a promissory augury of creation of equitable regime of for ecosystem governance. The book is laced with polemical issues in dexterous detail to cater erudite demand of environmental planners besides fulfilling the void of curriculum and pedagogic requirements of technical universities, environmental management and legal studies. The book offers diversity of thoughts across discipline on Environment Impact Assessment discourse in rounded perspective having immense potential for textual and reference utilities. The treatment of subject is not only discursive but paradigmatic to eradicate contemporary crisis in Environment Impact Assessment regime. It combines theoretical postulate with deeper empiricism and penetrative case studies to make an intriguing subject of Environment Impact Assessment with greater ease and lucidity.

ISBN: 9789-38667-7907
215 pg. | 2019 | PB | Rs.795

ABOUT THE AUTHORS

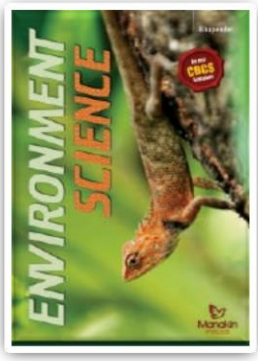
Dr. K.M. Baharul Islam has been teaching and researching in the area of Communications, Corporate Law, Education, Development and Planning for almost twenty years. Starting his career as a faculty at NIT Silchar (1994-2002), he served a number of universities abroad and became a Reader at NCERT, New Delhi in 2002. Between 2007 and 2012 Dr Islam served as the Chairman and CEO of the South Asian Regional Gateway set up by the Development Gateway (USA). He is the Professor and Chairperson of Communications area at IIM Kashipur. He leads three major sponsored projects: (1) The World Bank's Capcity Building Program on Environmental Impact Assessment in South Asia, (2) Development of Performance Indicators for Lower Judiciary commissioned by the Ministry of Law and Justice, Government of India, and (3) Development of Disaster Management Strategy for Uttarakhand (sponsored by ICSSR). Prof Islam is presently on extra-ordinary leave from IIM Kashipur and works at Indian Institute of Advanced Study, Rashtrapati Nivas, Shimla as a Fellow. Besides teaching Dr Islam has also worked extensively with UN agencies starting as a Consultant for UNESCO in Cambodia in 1998. Later he worked on ICT Policy, Plans and e-Government Strategy with the UN Commission for Africa (UNECA) during 2003-2006. He developed e-Govt Strategies and National ICT plans for several countries. In 2006-2007, Dr Islam served under UNESCAP, Bangkok to conduct an ICT Access Survey in the Asia-Pacific region. He was working for African Development Bank as their Mid-Term NICTSP Review Consultant in Mauritius (2010- 11).He has published widely with more than eight books and 30+ papers/articles to his credit. He is a public speaker, debater, TV commentator and communication specialist. He participated at the BBC World Debate in 2006 that brought him to international development communication limelight. He has written the chapter on ICT and Poverty Reduction for the first Encyclopedia of Digital Governance published in 2006.

Dr. Md. Zafar Mahfooz Nomani specializes in Ecology law and Intellectual Property Rights and serving as Professor of Law at Faculty of Law, Aligarh Muslim University, Aligarh. As a writer, he is receptive to trans disciplinary method of inquiry and brandies belief. His methodology partakes to systematization of legal propositions, penetrating examination of case laws and ordering of legal institutions to novelties of law, jurisprudence and human development. His thrust has always been social inquiry of visceral affinity of subjects in socio-legal context and doctrinal holism. Believing ardently that 'the life of law has not been logic rather it has been experience', he offers symbols of progressions to identify society, environment, sustainable development and social change. He has successfully collaborated World Bank & Ministry of Environment & Forests Capacity Building Project on Environmental Law in India[Law Component] during 1998-2003] and completed University Grants Commission Major Research Projects on Wetland Law during 2009-2011.The major outcome of project significantly augured reform and enactment of national wetland laws during 2010-11. Presently he is engaged in Indian Council for Social Science Research Major Research Projects on Socio-Economic Impact of Special Economic Zone (SEZ) on the Land Owners and Local Inhabitants of Uttar Pradesh and Uttrakhand States of India. He authored six books and published more than 120 research papers in prestigious refereed and peer reviewed journals covering diverse areas of environmental and intellectual property and corporate laws and has been recipients of many awards and accolades.

CONTENTS

1. Environment Impact Assessment, Sustainability & Security **2.** Environment Impact Assessment & Technological Innovations **3.** Environment Impact Assessment Climate Change & Information

ENVIRONMENTAL STUDIES



ISBN: 9788-19387-7210
160 pg. | 2022 | PB | Rs.595

Environmental Science

As Per CBCS for B.Sc. Hons. & Prog.

Dr. Bhupender

ABOUT THE BOOK

The Environmental Science has been introduced as a compulsory course by UGC for all the undergraduate students. This Book covers the fundamental syllabus content of the Environmental Science of undergraduate classes as per AECC (Ability Enhancement Compulsory Course) of CBCS pattern. The content of the book discuss each component of syllabus in detail with ample case studies and graphics. Model question papers with examinations pattern of different universities are provided for the reference of students for understanding the scheme of examination for environmental science compulsory course. This book will serve a handy tool for students to quickly grasp the fundamentals and concepts of environmental studies.

ABOUT THE AUTHORS

HINDI NEW

राष्ट्रीय एकता का सबल सूत्रः श्रीरामचरितमानस

ISBN: 9789-38622-1308
194 pg. | 2018 | HB | ₹ 695

शिवनारायण खन्ना

पुस्तक के बारे में

वर्तमान असहिष्णुता के वातावरण में हम भारत वासियों को अपनी अस्मिता बनाए रखना है। आज के दूषित वातावरण में आवश्यक है कि हम अपने महान पुरूषों, महार्षियों, साहित्यकारों, संगीतकारों, कलाकारो आदि की कृतियों में शांति, अहिंसा, संतोष, व्यास, दया, दान एकता आदि के सन्देश खोजे, उन पर मनन और चिन्तन करें और फिर उन पर आचरण भी करें।

गोस्वामी तुलसीदास कृत 'श्रीरामचरितमानस' एक महान साहित्यक कृति है। महत्वपूर्ण बात यह है कि 'श्रीरामचरितमानस' में हमारी एकता के लिए अनेक संदर्भ और संकेत है। राष्ट्रीय एकता के परिप्रेक्ष्य में 'श्रीरामचरितमानस' के इन बिखरे संदर्भों को प्रस्तुत पुस्तक में उजागर किया है। राष्ट्रीय एकता की दृष्टि से 'श्रीरामचरितमानस' के योगदान और विशेषकर आज के संदर्भ में इसमें सन्नहित उपदेशों पर आचरण की और भी अधिक आवश्यकता हैं।

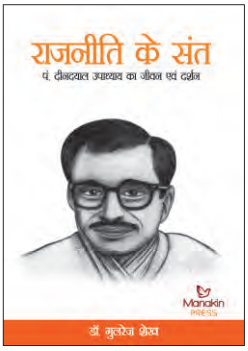
विषय सूची

1. राष्ट्रीय एकता का सबल सूत्राः रामचरित मानस, 2. राष्ट्रीय एकता की दृष्टि से रामचरित मानस और मराठी संत कवि एकनाथ वृफत भीवार्थ रामायण, 3. मानस वेफ किसी भी काण्ड का पहला अंग्रेजी अनुवाद अदालत खां वृफत, 4. प्रारम्भिक विदेशी चिंताकों की दृष्टि में तुलसीदास, 5. रामचरित मानस वेफ अनुवाद, 6. रामकथा और मुस्लिम सहित्यकार, 7. उन्नीसवीं शताब्दी में मुद्रित रामचरित मानस वेफ प्रकाशन, 8. गोस्वामी तुलसीदास का वास्तविक नाम, 9. तुलसी साहित्य सन्दर्भ कोश,

HINDI BESTSELLER

राजनीति के संत

पं. दीनदयाल उपाध्याय का जीवन एवं दर्शन



ISBN: 9789-38437-0749
180 pg. | 2017 | HB | ₹ 695
ISBN: 9788-19295-9863
180 pg. | 2017| PB | ₹ 395

डॉ. गुलरेज़ शेख़

पुस्तक के विषय में

पं. दीनदयाल उपाध्याय के जीवन पर आधारित यह प्रकाशन एक प्रयास है, महान आत्मा के जीवन दर्शन को दर्शाने का। इस पुस्तक का उद्देश्य, पं. दीनदयाल उपाध्याय के जीवन के संग उनके सामाजिक एवं राजनैतिक विचार, जो कि मानवता के सिद्धान्तों से ओत–प्रोत हैं तथा बिरले ही राजनैतिक विचारकों से प्राप्त होते हैं, पर प्रकाश डालना है।

इस पुस्तक के माध्यम से हमारा आशय प्रतिकूल सामाजिक, आखथक एवं राजनैतिक परिस्थितियों के चलते भी किस प्रकार से एक व्यक्ति न केवल स्वयं अपितु समाज निर्माण में भी अपना दायित्व सकारात्मक रूप से पूर्ण कर सकता है पर भी प्रकाश डालना है। सामान्य परिवार में जन्म, बाल्यवस्था में माता–पिता का निधन, दरिद्रता एवं शिक्षा ग्रहण करने हेतु अमृदु पथ पं. दीनदयाल उपाध्याय को पथभ्रष्ट करने में अक्षम रहे। बालकाल से, जनसंघ के राष्ट्रीय अध्यक्ष तक की यात्रा का प्रत्येक पड़ाव आधुनिक भारत के युवाओं हेतु मानवता, राष्ट्रवाद एवं व्यक्तित्व निर्माण का सर्वोच्च दर्शन है।

जिस समय विश्व समाजवाद या पूंजीवाद के जटिल प्रश्न पर व्याकुल था, उस समय पं. दीनदयाल उपाध्याय ने विश्व को एकात्म मानवदर्शन का व्यवहारिक सिद्धांत प्रदान किया। आशा है, इस पुस्तक के माध्यम से हमारा सूक्ष्म प्रयास महान आत्मा का दर्शन प्रदान करने में कारगर सिद्ध हो।

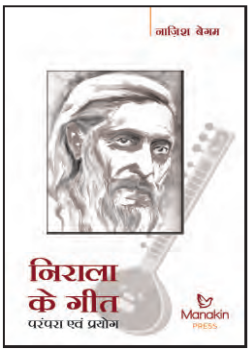
लेखक के विषय में

डॉ. गुलरेज़ शेख़, बी.डी.एस., मध्य प्रदेश के निवासी हैं तथा व्यवसाय से दंत रोग विशेषज्ञ हैं। सामाजिक क्षेत्र में कार्यरत लेखक शिक्षण संस्थाओं एवं मानवाधिकारों हेतु प्रयासरत गैर शासकीय संगठनों से संबद्धित हैं। लेखक की रूचि चिकित्सा विज्ञान के अलावा राजनैतिक शास्त्र, भारतीय व आधुनिक यूरोपीय इतिहास एवं दर्शन शास्त्र में है।

विषय सूची

जन्म, संघर्षमय बचपन, साहसी, कष्टमय एवं मेधावी छात्र जीवन, प्रशासनिक सेवा परीक्षा में कौशल प्रदर्शन, संघजीवन, जनसंघ का दीपक, ईश्वरीय सत्ता में

HINDI



ISBN: 9789-38437-0589
378 pg. | 2017 | HB | ₹ 895

निराला के गीत

परंपरा एवं प्रयोग

नाज़िश बेगम

पुस्तक के बारे में

अनुभूति के ताप एवं प्रभाव की तीव्रता को जितना गीत में अनुभव में किया सकता उतना अन्य काव्यरूपों में नहीं। जब मनुष्य का सुख–दुख उसके नियंत्रण से बाहर हो जाता है , तब उसकी निःसृति रोने या गाने के रूप में अनायास ही होने लगती है। छन्द का नियत एवं मधुर आवर्तन मानस धरातल पर गीत की मधुर धारा बहाता है। प्रस्तुत पुस्तक 'निराला के गीत : परंपरा एवं प्रयोग' में महाकवि निराला के समग्र गीतों मे निहित भावगत एवं शिल्पगत प्रयोगों का विस्तार से विवेचन किया गया है। उनके गीत जहां एक ओर परम्परा के अजस्र–स्रोत से जीवन–रसधारा प्राप्त करते हैं, तो वहीं दूसरी ओर प्रयोगों के नवोन्मेषों के भी परिचायक हैं। उनके यहाँ गीत–प्रगीत, छन्दोबद्ध–छन्दमुक्त, आदर्श–यथार्थ, वैयक्तिकता–सामाजिकता, परम्परा एवं नवीन प्रयोग, छायावाद–प्रगतिवाद, आक्रोश–करुणा, व्यंग्य–विनम्रता, परुषता–कोमलता, रहस्यवाद–भौतिकवाद, आस्था–अनास्था इत्यादि अनेक द्वन्द्वों का अद्भुत सामंजस्य मिलता है। उनके वैविध्यपूर्ण गीतों में निहित ये ही वे प्रेरक तत्त्व हैं, जिनके आलोक में गीतकार निराला को पूरी तरह समझा जा सकता है। उनका गीतकाव्य राष्ट्रीय चेतना की कोख से जन्म लेकर समाज की यथार्थ विषमताओं की धारा से बहता हुआ; तीखे व्यंग्य के साथ प्रगतिशील अंचल में पोषित होकर मानवतावाद के गहरे सागर में समाहित हो गया है। उनका देशप्रेम 'वर दे वीणावादिनी वरदे', 'भारत ही जीवन धन', 'जागो जीवन धनिके' एवं 'दलित जन पर करो करूणा' जैसे गीतों के माध्यम से मुखरित हुआ है।

निराला के काव्य में संवेदना एवं शिल्प का द्वन्द्व तब तक चलता रहता है, जब तक कवि को भावानुरूप संवेदनानुसार रूपविन्यास प्राप्त नहीं हो जाता है। संवेदनाओं की सही अभिव्यक्ति की छटापटाहट होने के कारण ही निराला की रचना प्रक्रिया के अनेक उद्वेलन उन्हें हर समय विविध प्रकार की रचनाओं के लिए आन्दोलित करते रहते हैं। इसीलिए उनके काव्य–सृजन में रचना के कई स्तर समान संवेगात्मक गरिमा और गहराई के साथ क्रियाशील होते हुए दिखाई देते हैं। इसके लिए वे अपनी ही स्व–अर्जित रचनात्मक समृद्धि को बार–बार ध्वस्त करके नव–सृजन का प्रयास करते हैं। विविधरूपी संवेदनानुसार काव्य के नवीन आयाम निर्मित कर उन्होंने परवर्ती नवगीतारों के लिए मार्ग ही प्रशस्त नहीं किया बल्कि गीत की जमींन पर कथ्य एवं रूप की दिशा में नवीन संवेदना को भी स्पंदित किया है।

लेखक के बारे में

डह. नाज़िश बेगम का जन्म 2 जनवरी, 1979 को उत्तर प्रदेश के एटा जिले के अलीगंज कस्बे में हुआ। अलीगढ़ मुस्लिम विश्वविद्यालय, अलीगढ़, (उ.प्र.) से स्नातक, स्नातकोत्तर और पीएच. डी. की डिग्री प्राप्त कर वहीं हिन्दी विभाग में सहायक प्रोफेसर के पद पर कार्यरत हैं। निराला–काव्य का विशेष अध्ययन कर, आधुनिक काव्य के साथ ही समकालीन साहित्य से भी

अध्याय 1: छायावादी छन्द चिन्तन और गीत विषयक मान्यताएँ, **अध्याय 2:** कवि निरालाः संवेदना के धरातल एवं शिल्प–प्रयोग, **अध्याय 3:** निराला के गीतों का विषय की दृष्टि से वर्गीकरण, **अध्याय 4:** संवेदना के विविध आयाम, **अध्याय 5:** निराला के गीतों का सांगीतिक पक्ष, **अध्याय 6:** उपसंहार, **परिशिष्ट**–1 ग्रंथ

HINDI NEW

हुज़ूर, मैं आपका नमक खाता हूँ

शिवनारायण खन्ना

ISBN: 9789-38622-1797
60 pg. | 2018 | HB | ₹ 295

पुस्तक के बारे में

नाटकीय कथोप कथन के माध्यम से बच्चों के लिए साग–सब्जियों के गुण, रंग–रूप, पाचन–शक्ति और उनके खाने से लाभ–हानि का मनोरंजक शिक्षाप्रद वर्णन 'हुज़ूर! मैं आपका नमक खाता हूँ' पुस्तक में है। नाटक के माध्यम से विभिन्न साग सब्जियों की उपयोगिता और उनके रंग–रूप में अन्तर प्रस्तुत करते हुए पर्यावरण संबंधी जानकारी देना भी इस नाटक का लक्ष्य है।

अकबर और बीरबल के स्टेज पर आने से नाटक में हास्य और व्यंग्य का समावेश तो हुआ ही है साथ ही आज सर्वत्र फैली चापलूसी और चाटुकारिता भी उजागर हुई है। जिसे सामने देखा और जिससे अपना मतलब सधा उसकी चापलूसी और गुणगान कर मतलब निकलते ही उसकी बुराई और दोषारोपण आज आम बात है और यह शिक्षाप्रद नाटक उस ओर भी इंगित करता है।

स्कूलों में अभिनय की दृष्टि से इस नाटक की विशिष्टता यह है कि एक साथ लगभग एक सौ बच्चे भाग ले सकते हैं क्योंकि कुछ मुख्य पात्रों को छोड़कर बाकी सभी पात्र मात्र एकबार ही स्टेज पर आते हैं। दूसरी ओर कम बच्चे होने पर एक बच्चा ही अनेक रोल कर सकता है।

इस पुस्तक की खूबी यह है कि इसमें सम्मिलित सभी चित्र के. आर. मंगलम वर्ल्ड स्कूल, वैशाली की कक्षा–5 में पढ़ने वाली 10 वर्ष की बालिका कृति अरोड़ा ने बनाए हैं और वह भी मुद्रण से पूर्व केवल दो–तीन दिनों में।

विश्वास है नाटक के माध्यम से शिक्षा और चित्रांकन के साथ साथ हास्य और व्यंग्य की सृष्टि में यह नाटक मील का पत्थर साबित होगा।

लेखक के बारे में

डॉ शिवनारायण खन्ना का जन्म 18 नवम्बर, 1934 इटावा (उ.प्र.) में हुआ था। इनकी प्रारम्भिक शिक्षाः इटावा से और विश्वविद्यालयी शिक्षाः डी.ए.वी कॉलेज, कानपुर (आगरा विश्वविद्यालय से सम्बद्ध) प्राप्त की। इन्होंने पुस्तकालय विज्ञान में स्नातकोत्तर एवं पी.एच.डी. कलकत्ता विश्वविद्यालय से प्राप्त की।

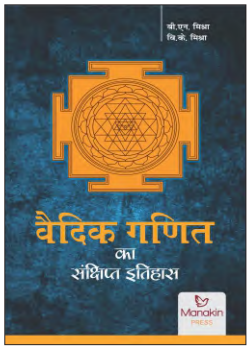
सर्वथा नवीन विषय 'हिन्दी उपनामों का अनुशीलन एवम् अन्वेषण', सन् 1957–1990 भारत के राष्ट्रीय पुस्तकालय, कलकत्ता में विभिन्न उत्तरदायित्वपूर्ण वरिष्ठ पदों पर कार्य किया। सन् 1990–1993 दक्षिण पूर्व एशिया के व्यस्ततम सार्वजनिक पुस्तकालय दिल्ली पब्लिक लाइब्रेरी में निर्देशक के पद पर रहें। पिछले बीस वर्षों से 'नटरंग प्रतिष्ठान' में संग्रहालय प्रमुख रहें तथा नाटक एवम् रंगमंच की त्रैमासिक पत्रिका 'नटरंग' में वह व्यवस्थापक के भी पद पर रहें। उनका प्रथम प्रकाशन 'कमल कामिनी और कलकत्ता' सन् 1960 साप्ताहिक हिन्दुस्तान पत्रिका में प्रकाशित हुआ।

'पुस्तकालयः एक चिन्तन' सन् 1972, 'सात आधुनिक एकांकी' सन् 1976 में संपादक, 'उपनामः एक अध्ययन–हिन्दी उपनामों का अनुशीलन एवम् अन्वेषण' सन् 1978, 'प्रज्ञाचक्षु सूरदास–अंतरर्राष्ट्रीय वातायन से' सन् 1984, संपादक, 'तुलसी साहित्य संदर्भ कोश' सन् 1989, संपादक, 'बैंगन शरणम् गच्छामि' सन् 1992 (नाटक), 'श्री गीता तत्त्व चिन्तन', संपादक तथा 'पुस्तकालय विवेचन' सन् 2006 में कृतियाँ उच्चश्रेणी पर प्रकाशित हुईं। इन्हें राष्ट्रपति द्वारा सन् 1970 में प्रशस्ति–पत्र एवं स्वर्ण पट्टित पदक से सम्मानित किया गया। उत्तर प्रदेश हिन्दी संस्थान, हिन्दी साहित्य सम्मेलन, सहत्राब्दी विश्व हिन्दी सम्मेलन आदि ने सम्मनित किया। विवाह विचार कोश पुस्तक 2014 में प्रकाशित हुईं।

साहित्यकार उपनाप कोश, महात्मा गांधी साहित्यः हिन्दी अंग्रेजी संदर्भ कोश, उपन्यास कोश, राष्ट्रीय एकता का सबल सूत्रः रामचरित मानस, साहित्य के झरोखे से प्रेम और विवाह तथा कवियों ने नारी मुख कैसा देखा आदि प्रकाश्य हैं।

NEW

HINDI



वैदिक गणित का सक्षिप्त इतिहास

बी.एन. मिश्रा द्य बिमल कुमार मिश्रा

ISBN: 9789-38622-1728
172 pg. | 2020 | PB | ₹ 495

पुस्तक के बारे में

वैदिक–गणित केवल गणित ही नहीं है, बल्कि एक सांस्कृतिक धरोहर है। इसे सजो कर रखना हम भारतीयों का पावन कर्तव्य बनता है। इस रचना का मुख्य उद्देश्य है–प्राचीन भारत की बौद्धिक–सम्पदा (खास कर, गणितीय खगोल शास्त्र की) को प्रकाश में लाना। पुस्तक में कुछ ऐसे तथ्यों को भी उजागर किया गया है जिस पर मतैव्य नहीं है। इस पुस्तक में भारतीय गणितज्ञों की बहुमूल्य देन को संक्षेप में प्रस्तुत किया गया है। वैदिक–गणित के संबंध में विद्वानों में अनेक प्रकार की भ्रान्तियाँ हैं। इसके साथ–साथ, कुछ महत्वपूर्ण प्राचीन भारत की गणितीय बौद्धिक–सम्पदा को यूरोपीय इतिहासकारों के द्वारा यूरोप उनकी देन कहा है। इस प्रकार की धारणा का उन्मूलन केवल वैदिक गणित का इतिहास ही कर सकता है।

लेखक के बारे में

बद्री नारायण मिश्रा, प्रोफेसर और प्रमुख, गणित विभाग, विनोबा भावे विश्वविद्यालय, हजारीबाग, भारत के रूप में सेवानिवृत्त हुए। उन्होंने पटना विश्वविद्यालय से गणित की स्नातक और स्नाकोत्तर शिक्षा स्वर्ण पदक सहित प्राप्त की। और तदुपरांत उन्होंने रांची विश्वविद्यालय से पीएच.डी. अर्जित की। अपने चालीस साल के शिक्षण और अनुसंधान के अनुभव के दौरान, उन्होंने लगभग 30 पीएच.डी. और एक डी.एससी का गाईड किया। उन्होंने गणित की कई पुस्तकें लिखीं उनका मूल शोध क्षेत्र फ्लुइड मैकेनिक्स और वैदिक गणित का क्षेत्र था।

बिमल कुमार मिश्रा, बिरला इंस्टीट्यूट ऑफ टेक्नोलॉजी, मेसरा, रांची में गणित के प्रोफेसर हैं। उन्होंने बी.आई.टी.एस., पिलानी में लगभग सात साल तक संकाय सदस्य के रूप में काम किया हैं। वह ऑपरेशन रिसर्च और गणित दोनों में स्नाकोत्तर है और बायोमैथमैटिक्स मे अपनी पीएच.डी. अर्जित की है। उन्होंने 20 पीएच.डी. छात्रो को गाईड किया है और उच्च प्रतिष्ठा पत्रिकाओं के लगभग 130 शोध पत्र प्रकाशित किए हैं। उनका मूल शोध क्षेत्र गैररेखीय विश्लेषण में है, विशेष रूप से, साइबर हमले और संक्रामक रोगों पर गणितीय मॉडल में, उनकी वैदिक गणित में बहुत रूचि है। उन्होंने वैदिक गणित पर अनेको व्याख्यानों मे अपना योगदान दिया है।

विषय–सूची

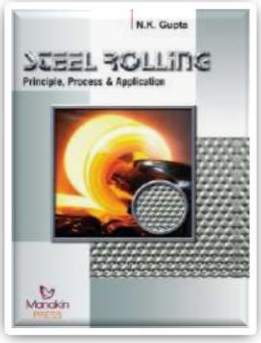
1. वैदिक–गणित, 2. वैदिक–युग में गणित, 3. संख्याओं का नाम (क) वेद में संख्याओं का नाम, (ख) श्रीमद्वाल्मीकीय रामायण में संख्याओं का नाम,(ग) बौद्ध–साहित्य में संख्याओं का नाम, (घ) जैन–साहित्य में संख्याओं का नाम, 4. महाभारत में π का मान, 5. ब्रह्माण्ड पुराण में π का मान, 6. ब्रह्माण्ड की उत्पत्ति के संबंध में, 7. वैदिक साहित्य में वर्णित गणित के कुछ विषय, 8. शुल्व–सूत्रा, 9. वक्षाली पाण्डु–लिपि, 10. आर्यभट्ट–1, 11. बराहमिहिर, 12, भास्कर–1, 13, ब्रह्मगुप्त, 14. श्रीधराचार्य, 15. जैन–गणित, 16. महावीराचार्य, 17. बटेश्वर, 18. भास्कराचार्य–2, 19. माध्वाचार्य, 20. परमेश्वर, 21. नारायण पंडित, 22. नीलकण्ठ सोमायजी, 23. चित्राभानु, 24. शंकर वालिर, 25. कुछ साध्यों के पाश्चात्य नाम का वैदिक नामकरण, 26. प्रमुख वैदिक गणिज्ञ, 27. रचना–काल, 28. वैदिक गणित से संबंधित साहित्य, 29. प्रमुख वैदिक गणितज्ञों की रचना,

BESTSELLER

Steel Rolling

Principle, Process & Application

N.K. Gupta



ISBN: 9789-38437-0305
526 pg. | 2016 | HB | Rs.2895

OVERVIEW

This book will be a useful handbook for shop floor personnel to the higher management of rolling mill industry; as well it will cater to the polytechnic/engineering students of metallurgical/mechanical/ process engineering. It has covered all aspects of rolling, which includes rolling of all major sections; where in roll pass design is required. This book may also be useful as reference book for students/professionals of rolling technology. The book has a numbers of illustrative chapters. This book deliberated on the fundamental of mechanical working and, its theory in a very simpler way. In addition it has also provided coverage on rolls, rolls cooling, roll turning, roll reclamation, investigation of roll breakage, roll management and roll bearing also, these contribute to the highest in the production cost. It also provide the description of vital elements of roll pass design in a very simple and systematic manner. It has a chapter on operational management of a rolling mill, which includes safety, inventory. Packaging of the finished products and modern operating mill practices and technologies are also discussed in details. Above all, first time it has been illustrated to how to design an individual rolling section step-by-step with the help of formulas, graphs and various aspects based on experience. With the help of that a layman can design a round, billet or angle section, such content is not available anywhere else. In addition, this book will also explain how to do the mill setting and to control of an element of section during rolling.

ABOUT THE BOOK

"Steel Rolling: Principle, Process and Application" is a unique effort, as for the first time in India a book has tried to cover all aspects and elements of rolling technology in one volume with even heavy technical jargon being communicated in an easy to understand language.

The book with its numbers of illustrative chapters provides information on the fundamentals of mechanical working, theory behind the same and all aspects of roll pass design in a very simple and systematic way. For the ease of understanding, Rolling and Roll pass design of all major sections are dealt separately in details with number of exercises.

The book is exhaustive as topics ranging from rolls, rolls cooling, roll turning, roll reclamation, investigation of roll breakage, roll management and roll bearing all have been dealt in detail as these constitute the most important element of production cost.

A separate chapter has been dedicated to operational management of a rolling mill, which includes safety and inventory. Packaging of the finished products and modern operating mill practices and technologies are also discussed in detail.

Above all, for the first time it has been illustrated- in a book, as to how to design an individual section step by step with the help of formulas and graphs. With the help of that even a layman can design a semi finished products including blooms, slabs and billets and finished sections like round, square ,flat ,angle channel, beam and rails section.

In addition, this book has also explained to readers how to conduct the complex task of a mill "setting "and manage control elements of section during rolling.

This book will be a useful tool for shop floor personnel and for all senior management operating in the rolling millindustry; it is also a must read for all polytechnic / engineering students of metallurgical / mechanical / process engineering.

This book may also be useful as reference book for students/professionals of rolling technology.

ABOUT THE AUTHOR

N.K. Gupta is a metallurgical engineer with 38 years' of experience in working in various capacities in the largest steel plant of India i.e. the Bhilai Steel Plant. Trained in Russian rolling technology, he has vast experience in the development of sectional profiles, rationalization and augmentation of the production in Bar and rod mill and different section mills. He is also an expert in multiple other areas including Mill operation, finishing and Dispatch, market development and marketing and safety of steel plants.

Mr. Gupta has proven leadership and technical skills for managing, developing and motivating teams, comprising of large number of workers and executives, to bring up the production from the lowest level to the rated level of a large continuous structural mill. He has also been a successful "Key driver" to conceive the 0.9 MT Bar and Rod mill.

Mr. Gupta has published a number of technical papers in journals and has also authored a book on rolling technology for middle and higher management. He has also worked as a consultant at MIDHANI Hyderabad and at the UNDP Projects in India, under the Ministry of Steel for energy conservation projects at re-rolling units and steel plant.

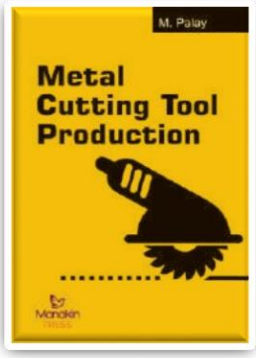
Presently, he runs a consultancy firm Roll Pass Design Solutions, which is providing solutions to multiple stakeholders ranging from development of rolled profile to training of rolling mill personnel.

CONTENTS

1. Roll Pass Design, **2**. Mechanical Working and Rolling Process, **3**. Rolls, Roll Cooling and Roll Management, **4**. Rolling of Blooms and Slabs, **5**. Rolling of Billets, **6**. Rolling of Rounds and Tmts Bars, **7**. Rolling of Flats and Squares, **8**. Rolling of Angles, **9**. Rolling of Channels, **10**. Rolling of Beam, **11**. Rolling of Rail, **12**. Operation, Safety and Quality Management, **13**. Packaging of Steel Products, **14**. Energy Efficient Practices and Technologies, Index

CLASSIC TEXT

ENGINEERING | Mechanical Engineering



ISBN: 9789-38437-0169
482 pg. | 2016 | HB | Rs.1295

Metal Cutting Tool Production

M. Palay

ABOUT THE BOOK

Metal Cutting Tool Production in a single text is unique to the present book and is meant to provide a common platform for studying metal cutting theory and machining practices and their application to the design of cutting tools. The material is presented in a form that is easy to understand and assimilate and at the same time is comprehensive enough to enable students and practicing engineers to apply it for solution of actual problems.

The book is intended to serve as a textbook for the final and pre-final year B.tech students of mechanical, production, aeronautical engineering disciplines. It can be used either for a one or a two semester course.

Salient Features:

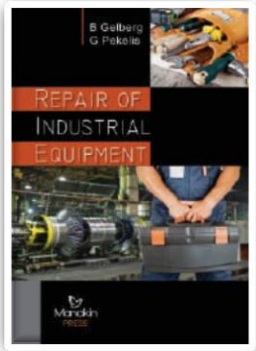
- Strong emphasis on discussion and analysis of design fundamentals and how they are applied to the design of individual cutting tools.
- Elaboration of design procedures and illustration of design practices.
- Necessary data, empirical relations, tables and design curves included in the text for smooth reading.

CONTENTS

Part One: Process Planning Principles in Cutting Tool Production, 1. Planning the Manufacturing Process for Cutting Tools, **2.** Blanks for Cutting Tools, **3.** Heat Treatment, **4.** Improving the Cutting Properties of Tools, **5.** Tool Sharpening and Lapping, **Part Two: Cutting Tools Manufacturing Processes, 6.** Single-Point and form Tool Production, **7.** Twist Drill Production, **8.** Core Drill and Reamer Production, **9.** Threading Tool Production, **10.** Broach Production, **11.** Milling Cutter Production, **12.** Gear Cutting Tool Production, **13.** Mechanization and Automation of Tool Production

CLASSIC TEXT

ENGINEERING | Mechanical Engineering



ISBN: 9789-38437-0060
300 pg. | 2016 | HB | Rs.1595

Repair of Industrial Equipment

B. Gelberg | G. Pekelis

ABOUT THE BOOK

Systematic care and attention are required to keep equipment in good working order, as well as regular maintenance and skilled repairs.

In construction industry a general system of planned or scheduled preventive maintenance is used not only to keep equipment at its rated productivity and original accuracy, but also to ensure its full and uninterrupted service. The essence of this system is to give each machine or mechanism regular inspection and various preventive repairs at definite intervals according to a schedule, in addition to routine daily maintenance. The length of the scheduled intervals, of course, depends on the specific features of the design of the equipment, its purpose, and its operating conditions. At any industrial enterprise this system has the following objectives:

(a) maintenance of equipment in a condition ensuring normal productivity and reliable quality of output;

(b) prevention of unexpected or accidental breakdowns of equipment; (c) increase of productivity through improvements and modifications made during scheduled overhauls.

These objectives are achieved through two forms of maintenance: 1. routine servicing between scheduled overhauls; and 2. periodic scheduled repairs, consisting of minor and medium-scale repairs and major overhauls.

Routine technical servicing includes such basic tasks as the inspection and checking of the technical condition of assemblies and units and of the machine or equipment as a whole; routine correction of minor faults and adjustment of parts and mechanisms; lubrication, etc. This routine maintenance is the responsibility of the operators of the machines as well as of the maintenance service.

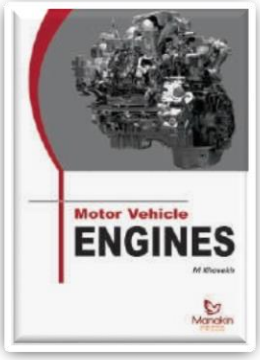
CONTENTS

Part One: General Information on Mechanisms, Machines and Material Handling Equipment, 1. Basic Information on Mechanisms, Machines and Machine Parts, **2.** Material Handling Equipment, **Part Two: Wear and Service Life of Industrial Equipment Assembly of Mechanisms and Machines, 3.** Methods of Assembly and Fitting, **4.** Wear of Machines, **5.** Increasing the Service Life of Equipment, **6.** Recovery and Strengthening of Machine Elements, **Part Three: Technology of Repair of Industrial Equipment, 7.** Maintenance of Fixed Joints and Piping, **8.** Maintenance of Hydraulic and Pneumatic Devices, **9.** Maintenance of Parts and Mechanisms of Production Equipment, **10.** Repair of Bed and Housing-Type Parts, **11.** Equipment Repair and Acceptance Procedures, **Part Four: Organization of Repair and Modernization of Equipment, 12.** Organization of Maintenance Service, **13.** Modernization of Equipment, **Part Five: General Information on Industrial Equipment and Safety Rules, 14.** Design of Main Types of Equipment and their Maintenance Characteristics, **15.** Mechanization and Automation of Production, **16.** Safety Rules and Fire Safety Measures, *Index*

ENGINEERING | Mechanical Engineering

Motor Vehicle Engines

M. Khovakh



ISBN: 9789-38437-0084
624 pg. | 2016 | HB | Rs.1595

ABOUT THE BOOK

The presentation of the material is based on the classical method of theoretical analysis of the processes characterizing an actual cycle, the kinematics and dynamics of a crank gear and the design of individual units and parts with a view to an alternating load.

The fundamentals of the theory are set out as applied to spark-ignition (mainly carburettor) and compressionignition (diesel) engines. The book describes the typical features of the processes taking place in each of these types of engine within a broad range of speeds and loads. The data used in the analysis of separate processes has been obtained from tests of up-to-date high-speed engines.

In connection with the introduction of the SI system of units, engine parameters have been computed in this system. Since, the measuring apparatus used in testing engines is graduated in the old units and the latter are widely used in engineering calculations, the final expressions of equations are given both in SI and old units.

CONTENTS

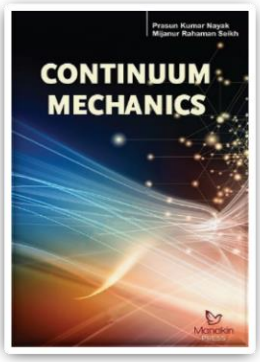
Introduction, **PART I - Theory of Engine: 1.** Theoretical Cycles of Reciprocating Engines, **2.** Fuel and its Chemical Reactions in Combustion, **3.** Actual Cycles of Engines, **4.** Admission, **5.** Compression, **6.** Combustion, **7.** Expansion and Exhaust, **8.** Characteristics of the Working Cycle, **9.** Factors Influencing the Indicated and Effective (Brake) Characteristics of Engines**, 10.** Characteristics of Motor Vehicle Engines, **11.** Supercharging, **12.** Heat Balance and Thermal Calculation of Engines, **13.** Carburation, **14.** Fuel-Feed Devices of High-Speed Diesel Engines, **15.** Mixture Formation in a Diesel Engine, **PART II - Dynamic of Crank Gear and Balancing of Engine: 16.** Dynamics of Crank Gear and Balancing of Engines, **17.** Engine Balancing and Non-uniform Crankshaft Rotation, **PART III - Construction and Design of Engine: 18.** Prerequisites and Selection of Main Parameters, **19.** Blocks, Crankcases, Cylinder Heads and Gas Joints, **20.** Piston Assembly, **21.** Connecting Rod, **22.** Crankshaft, **23.** Valves and Valve Gear, **24.** Lubrication System, **25.** Cooling System, *Bibliography, Index*

ENGINEERING | Mechanical Engineering

RECENT

Continuum Mechanics

Prasun Kumar Nayak, MR Seikh



ISBN: 9789-38667-7501
325 pg. | 20120 | PB | Rs.995

ABOUT THE BOOK

Continuum Mechanics provides a comprehensive coverage of all the diverse topics in Solid Mechanics. It is designed to serve as a text as well as a work book of Applied Mathematics, Physics, and Applied Mechanics. This book will definitely help the students not only to prepare for examinations but also enable them to develop analytical problem solving skills.

Salient Features:

- Material contained will stimulate the interest of teachers and research scholars as well as aspiring students of different competitive examinations.
- Wide variety of exercises in each section and subsection.
- Worked out examples illustrated according to the theories developed in the book.
- Exhaustive collection of problems and simplicity of presentation.
- Discussion on the subject in a systematic manner that may cater to most of the needs of the learners.

ABOUT THE AUTHORS

Prasun Kr. Nayak (Ph.D.) is an Assistant Professor, Department of Mathematics (UG & PG), Midnapore College (Autonomous). He has published total forty two research papers and guided four research scholars who were awarded Ph.D. His field of interest is Optimization Techniques in Inexact Environment & Applications and Mathematical Modeling. He has also authored five books: A Text Book of Tensor Calculus and Differential Geometry, A Text Book of Mechanics, Numerical Analysis, Vector Algebra and Analysis with Applications, Linear Algebra.

Mijanur Rahaman Seikh (Ph.D.) is an Assistant Professor, Department of Mathematics, Kazi Nazrul University, Asansol, India. He received his Ph.D. degree in Science from Vidyasagar University, West Bengal. Dr. Seikh has published one monograph and more than fourteen research articles in International Journals of repute. He is a member of Editorial Board of the International Journal “Annals of Pure and Applied Mathematics”. His research interest includes Fuzzy Optimization, Fuzzy Game Theory and Fuzzy Inventory Models.

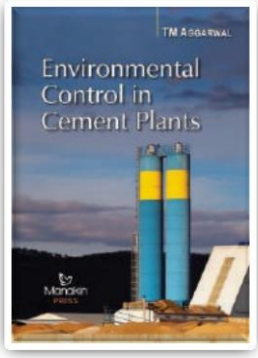
BY THE SAME AUTHOR

T.M. Aggarwal is an eminent Technocrat with more than 45 years' experience in the Cement Industry in both, Private and Public sectors. He is a Graduate in Science and an Honours Graduate in Mechanical Engineering. Furthermore, he holds a Post Graduate Diploma in Management Studies from the Royal College of Science and Technology, Glasgow and is a Fellow of the Institution of Engineers, India as of March, 1972.

T.M. Aggarwal has played a key role in establishing eight Greenfield Cement Plants for Cement Corporation of India and Implemented Projects for United Nations Industrial Development Organisation (UNIDO) in Uganda and Ethiopia. On the Roster of Expert/Consultant UNIDO WORLD BANK UNFCCC.

Other positions held by him include Technical Advisor for Cement Manufacturers Association India (1994-1998), Nominee Director at Industrial Credit and Investment Corporation of India (1990-1993), Managing Director at Jaipur Udyog's Swaimadhopur Cement Plant in Rajasthan (1985-1986), and Chief General Manager, Cement Corporation of India Ltd. (1966-1988).

ENGINEERING | Civil Engineering



ISBN: 9788-19295-9801
308 pg. **|** 2015 **|** HB **|** Rs. 2895

Environmental Control in Cement Plants

T.M. Aggarwal

ABOUT THE BOOK

Environmental Control in Cement Plants caters to the burning question in the cement industry of trying to find an environmentally sustainable manufacturing system. The book describes the full spectrum of problems and obstacles that cement engineers face in the present day cement manufacturing sector and allied bulk solid industries.

It's designed to streamline plant operations and mitigate adverse effects of pollution through selection of the right equipment and the implementation of the right environmental policies and control strategies.

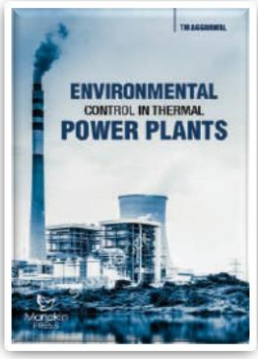
The strategies and solutions in the book operate within the limits of prescribed standards as well as budgetary limitations and benchmarks of operational efficiency. Included is the design data from manufacturers of Electrostatic Precipitators and Fabric Filters.

CONTENTS

1. Environment Control in Cement Plants**, 2**. Art of Electro Precipitation, **3**. Electrostatic Precipitator Design Considerations, **4**. Design Data of Electrostatic Precipitator, **5**. Fabric Filters, **6**. Fuels-Coal, *References Index*

Environmental Engineering |Cement |Bulk Solids |Air Pollution |Science

ENGINEERING | Civil Engineering



ISBN: 9789-38622-1018
550 pg. **|** 2018 **|** HB **|** Rs. 3295

Environmental Control in Thermal Power Plants

T.M. Aggarwal

ABOUT THE BOOK

Electricity is vital for development and social transformation for all developed and developing countries of the world. Today's Infrastructure requirement in the world, electricity is the most essential component. Without ready availability of cheaper energy, the great strides taken by the society, industry, transport and agriculture could have been unimaginable. Energy is at the root of civilization and technological upgradation.

The demand for electricity in India has been growing very fast year by year. In spite of the significant and impressive strides in the development of power sector capacity, the growth in demand surpasses the growth in power generation by leaps and bounds.

The overall gap between demand and supply was 12.6. % in year 2006-2007, which due to rapid progress in year to year installed capacity of power generation has become a plus 2.5% in the year 2016 and India is now counted amongst the power surplus nations of the world.

Energy is one of the most important prerequisites of Life. Without energy our entire civilization – transport industrial manufacturing, commercial activity and food production – would come to a standstill Since prehistoric times human society has been consuming a constantly increasing amount of energy. The modern industrial era brought with it marked increase in consumption of energy and changes in energy sources From wood and coal to predominantly oil and natural gas.

Thermal Power Plants use fuels for power generation. Water is used for process, cooling, as well as for service/drinking requirement. Chemicals are used for conditioning of water, corrosion-control and sometimes for conditioning of fuel as well. Lubricants are used for machinery. These inputs generate waste products. Human related wastes (sewage etc.) are also generated along with the processed waste.

These pollutants/wastes need to be treated before their disposal from the plants. The treated effluents are required to meet the limits set by Central / State Pollution Control Boards. The regulations, issued by these agencies, specify the maximum allowable limits applicable to the pollutants discharge from the Power Plants. This book is a serious effort that deals in detail with all the above issues and we are sure that scientists, academicians, researchers and professionals who are constantly facing these issues and are striving to move towards a zero emission regime, will find this monograph a very useful reference tool on the topic.

CONTENTS 1. Thermal Power Generation, **2**. Energy and Environment**, 3**. Environmental Control in Thermal Power Plant*, References*

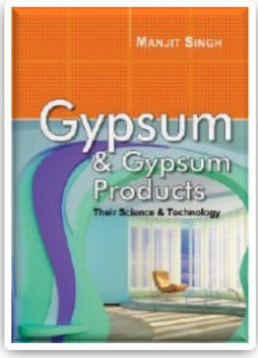
ENGINEERING | Civil Engineering

CLASSIC TEXT

Gypsum & Gypsum Products

Their Science & Technology

Manjit Singh



ISBN: 9788-19295-9832
372 pg. | 2015 | HB | Rs. 2995

ABOUT THE BOOK

Highly detailed and elaborate, this book is written explicitly for the purpose of professionals who work with gypsum in various technical and consumer centric field. It emphasises technical specifications of Gypsum and associated products focusing on particular applications in industries such as construction, decoration, medicine, dentistry, architecture, chemical product manufacturer, arts, cooking, cosmetics, and agriculture etc. Stressing on different chemical, physical, and biological characteristics and relevance of Gypsum and extended applications.

ABOUT THE AUTHOR

Dr. Manjit Singh [1948 to 2014] completed his PhD in Chemistry over three decades ago with a thesis on the use of Phosphogypsum in Building Materials and followed through on his talent with a career at Central Building Research Institute. He had practical experience in Africa, Europe, and Asia under his belt with his work on Phosphogypsum recognised the world over. Moreover, his work has been cited by international authors countless number of times and his research papers have received many awards with the crème de la crème being the NRDC Award.

He retired as a 'G' level scientist from CBRI in 2008. Furthermore, he has been a member of Materials Research Society of India, Indian Science Congress, Indian Building Congress, Indian Concrete Institute and member of several BIS Code Committees related to gypsum, lime and cement. Following the completion of this book, Dr Manjit Singh, unfortunately, passed away on 6-5-2014.

CONTENTS

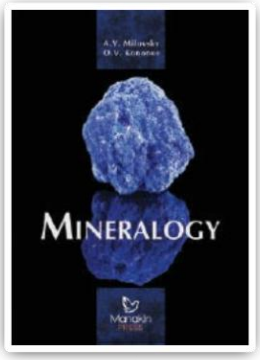
1. About Gypsum, **2.** Production of Calcined Gypsum or Gypsum Plaster, **3.** By-product Gypsum, **4.** Gypsum in Cement Industry, **5.** Use of By product Gypsum in the Production of Super-sulphated Cement, **6.** Gypsum Building Products, **7.** Anhydrite Plaster Based Building Products, **8.** Rapid Wall Gypsum Panels/Gypcrete, **9.** Radioactivity in Gypsum, **10.** Market Potential Assessment of Gypsum Industry, **11.** Standardisation of Gypsum and Gypsum Products, *Index.*

ENGINEERING | Civil Engineering

CLASSIC TEXT

Mineralogy

A.V. Milovsky | O.V. Kononov



ISBN: 9789-38437-0206
402 pg. | 2017 | HB | Rs. 4995

ABOUT THE BOOK

Human Evolution has been linked to minerals from its very inception right from pre-historic Stone Age to Bronze Age to the Iron Age. So we can say that minerals & metals have always caught fancy of mankind.

The present book has been prepared as per university curriculum for the major course in mineralogy, it covers important traditional context of mineralogy their geologic context, crystallography, chemical, bonding, mineral structure, stability nature & occurrence of minerals.

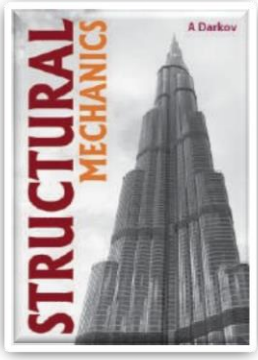
Salient features:

- Traditional crystallochemical characterization of minerals, Information on the types of crystalline structure and structural motifs of minerals. • Structural imperfections (defects) of minerals. • The graphical representation of the chemical composition of minerals and the calculation of crystallochemical formulae. • Description of physical properties is discussed in terms of their nature, the methods of their analysis and the importance for diagnostic purposes, in prospecting, the enrichment of ores, technology, etc. • Information on the origin of minerals. • Natural associations of minerals. • Principles of classification and the order in which the material is presented then classes, subclasses, and separate minerals are characterized. The classes of minerals are discussed in conjunction with their chemical composition, bonds, structure and physical properties, their origin, practical use, and interclass systematization. • The description of minerals includes information concerning their chemical composition, structure, system, morphology, external, including diagnostic, physical features and properties • .The genesis of minerals, natural mineral associations, generations and mineral typomorphism too have been discussed in detail. • When compiling the manual, the authors made every possible effort to bring it into conformity with the courses in 'General Chemistry', 'Physics', 'Physical Geology', and 'Crystallography', which, as far as university syllabus is concerned, precede the course in 'Mineralogy'.

CONTENTS

PART I–MINERALS (A GENERAL OUTLINE); The History of Mineralogy, Modern Concepts of Minerals, The Importance and the Main Tasks of Mineralogy, The Crystallochemistry of Minerals, The Chemical Composition of Minerals, The Morphology of Minerals, The Physical Properties of Minerals, The Methods of Mineralogical Research, **PART–II SYSTEMS OF MINERALS (AN OUTLINE);** Native Elements, Sulphides and their Analogues, Halides, Oxides and Hydroxides, Silicates and Alumosilicates, Borates, Carbonates, Nitrates, Sulphates, Molybdates and Tungstates, **PART–III GEOLOGICAL PROCESSES OF MINERAL FORMATION AND MINERAL ASSOCIATIONS;** Concepts of Natural Associations of Minerals, Typomorphic Minerals, Typomorphic Features, and the Generation of Minerals, The Magmatic Process and The Associations, The Pegmatitic Process and The Association of Minerals in Pegmatites, Postmagmatic Metasomatic Processes of Mineral, The Hydrothermal Process and the Association of Minerals in Ore Veins, The Weathering Processes and Mineral Associations, Sedimentation and Mineral Associations, Metamorphic Processes of Mineral Formation, Minerals of Lunar Rocks and Meteorites, Bibliography, Index

ENGINEERING | Civil Engineering



Structural Mechanics

A. Darkov

ISBN: 9789-38437-0039
796 pg. **|** 2016 **|** HB **|** Rs.1695

ABOUT THE BOOK

The last few decades have witnessed a dramatic increase in the application of numerical computation to problems in solid and structural mechanics. The burgeoning of computational mechanics opened a pedagogical gap between traditional courses in elementary strength of materials and the finite element method that classical courses on advanced strength of materials and elasticity do not adequately fill. In the past, our ability to formulate theory exceeded our ability to compute. In those days, solid mechanics was for virtuosos. With the advent of the finite element method, our ability to compute has surpassed our ability to formulate theory. As a result, continuum mechanics is no longer the province of the specialist. What an engineer needs to know about mechanics has been forever changed by our capacity to compute. This book attempts to capitalize on the pedagogical opportunities implicit in this shift of perspective. It now seems more appropriate to focus on fundamental principles and formulations than on classical solution techniques.

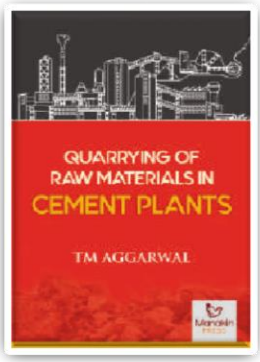
CONTENTS

1. Kinematic Analysis of Structures, **2.** Beams, **3.** Three-Hinged Arches and Frames, **4.** The Trusses, **5.** Space Gramework, **6.** Kinematic Method of Influence Line Construction, **7.** Strain energy Theory and General Methods of Displacement Computation, **8.** Analysis of the Simpler Statically Indeterminate Structures by the Method of Forces, **9.** Analysis of Highly Redundant Statically Indeterminate Systems by the Method of Forces, **10.** Redundant Arches, **11.** Slope and Deflections. Combined and Mixed Methods**, 12.** The Finite element Analysis, **13.** Structure Design by Bearing Capability, **14.** Stability of Elastic Systems, **15.** Introduction to dynamics of Hinged Systems, **16.** Fundamentals of Design of Three Dimensional Thin-Wall Structures, *Index*

Civil Engineering |Geo Science |Mining |Mineralogy

FORTHCOMING

ENGINEERING | Civil Engineering



Quarrying of Raw Materials in Cement Plants

TM Aggarwal

ISBN: 9789-38667-7839
225 pg. **|** 2023 **|** HB **|** Rs. 2895

ABOUT THE BOOK

Mine Planning In a Cement Plant the mining plan has to be considered as a completely integrated part of the process sequence, concerned with the transformation of hetrogenous quarry materials into a homogenous raw blend. This sequence comprises all unit operations from blast hole drilling to feeding of the raw mill, and constituents what could be called the raw blend production system. A Mining Plan should therefore not be developed separately, but simultaneously with the design for the complete raw blend production system. There are two distinct trends in long-term quarry planning. One is based on programming the conventional exploration data and their analysis by computers, subsequent comparisonby interpolation programme and deriving synoptic tables on graphic interpetations of open-cast mining plans, quarry operating schemes etc. For continuous mining operations another trend is simulation techniques of approaching the problem through a model of real situation, coupled with linear programming. Some studies have highlighted the importance of basic geochemical data collection in mine planning. For selecting the type of machinery and designing work involvement, the influence of overburden thickness or selection of explosive and rock breakage have been studied. The close universe relationship between porosity and rock breakage and the complex influence of bulk density have also been elaborated for help in quarrying.

ABOUT THE AUTHORS

T.M. Aggarwal is an eminent Technocrat with more than 45 years' experience in the Cement Industry in both, Private and Public sectors. He is a Graduate in Science and an Honours Graduate in Mechanical Engineering. Furthermore, he holds a Post Graduate Diploma in Management Studies from the Royal College of Science and Technology, Glasgow and is a Fellow of the Institution of Engineers, India as of March, 1972.

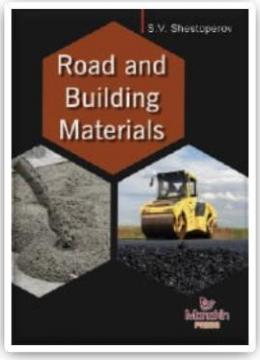
T.M. Aggarwal has played a key role in establishing eight Greenfield Cement Plants for Cement Corporation of India and Implemented Projects for United Nations Industrial Development Organisation (UNIDO) in Uganda and Ethiopia. On the Roster of Expert/Consultant UNIDO WORLD BANK UNFCCC.

Other positions held by him include Technical Advisor for Cement Manufacturers Association India (1994-1998), Nominee Director at Industrial Credit and Investment Corporation of India (1990-1993), Managing Director at Jaipur Udyog's Swaimadhopur Cement Plant in Rajasthan (1985-1986), and Chief General Manager, Cement Corporation of India Ltd. (1966-1988).

ENGINEERING | Civil Engineering

Road and Building Materials

S.V. Shestoperov



ISBN: 9789-38437-0121
344 pg. | 2016 | HB | Rs.1295

ABOUT THE BOOK

The extensive construction of all kinds involves the use of a great number of various building materials. Construction industry makes available a great variety of building materials. The durability of engineering structures and the repair expenditures for these structures depend on the properties and quality of these materials.

Some building materials are made directly at construction sites, and this necessitates a thorough knowledge of their manufacturing technologies. The textbook places emphasis on the special features associated with the manufacture of materials and the conditions that predetermine their quality.

The data found in the textbook reflect the newest scientific and engineering achievements in the production technology and use of road materials. The way in which various manufacturing processes are treated will permit students to concentrate on the peculiar features that influence the construction-engineering properties of materials.

Civil engineers often have to solve problems associated with the choice of materials, and this cannot be done without a profound knowledge of the engineering properties and the possible application of materials under various service conditions. For this reason the course on road materials includes data that can be used to advantage both by students and civil engineers. Large quantities of materials used in the construction of road, bridges, and airfields are often transported over large distances, and that is why special attention must be given to the possible use of locally available materials.

The author of the textbook aimed at treating a great number of materials featuring various construction-engineering properties on the basis of their origin. The textbook can be of use to students majoring in the construction of hydraulic engineering structures, road, airfields, bridges, and tunnels.

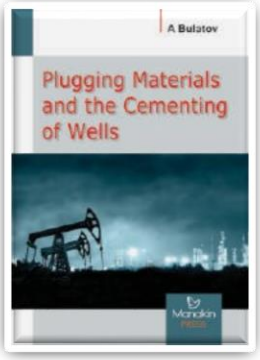
CONTENTS

1. Construction-Engineering Properties of Materials, **2.** Natural Stone Materials, **3.** Inorganic (Mineral) Cementing Materials Binders, **4.** Cement Concrete and Cement Mortars, **5.** Artificial Burned and Other Stone Materials, **6.** Artificial Unburned Stone and Other Materials and Products , *Index*

ENGINEERING | Civil Engineering

Plugging Materials and the Cementing of Wells

A. Bulatov



ISBN: 9789-38437-0107
310 pg. | 2016 | HB | Rs. 995

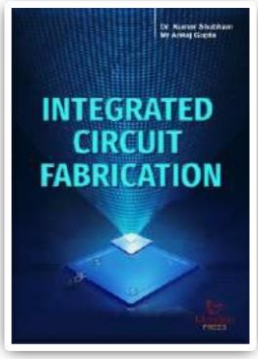
ABOUT THE BOOK

This textbook is intended for students at technical schools specializing in the drilling of oil and gas wells. The book outlines the techniques of cementing oil and gas wells, based on current scientific developments and experience gained in applying advanced methods by the Soviet oil-industry specialists, and offers a description of cementing outfit, plugging cements, and chemicals used for their treatment. It also surveys the properties of plugging mixtures (slurries) and cement stone under a variety of geological and technical conditions. One of the merits of the text is that it describes the composition of plugging cements and techniques employed in their preparation, which is of great importance in training technical personnel at oil fields.

CONTENTS

1. Methods of Casing Cementing, **2**. Technology of Cementing Wells, **3**. Cementing Units and Cement Mixers, **4**. Cementing Conditions and Requirements for the Quality of Cement Slurries and Stone, **5**. Composition and Basic Properties of Portland Cement, **6**. Properties of Cement Slurry and Cement Stone **, 7**. Plugging Cement, **8**. Adjusting the Properties of Cement Slurry and Cement Stone, **9**. Plugging Cements for High-Temperature Wells, **10**. Cements for Low-Density Slurries and Weighted Cement, **11**. Cement Slurries Prepared with Concentrated Saline Solution (Brines), **12**. Plugging Materials for Controlling Loss of Circulation, **13**. Special Plugging Cements and Mixtures, **14**. Facilities and Structures for Transporting, Mixing and Storage of Plugging Materials, **15**. Organization of Cementing Jobs. Complications and Safety Engineering in Cementing of Wells, **16**. Cementing Quality Check, *Index*

ENGINEERING | Electronics & Electrical Engineering



ISBN: 9789-38667-7983
335 pg. | 2019 | PB | Rs.1295

Integrated Circuit Fabrication

Kumar Shubham | Ankaj Gupta

ABOUT THE BOOK

This book covers theoretical and practical aspects of all major steps in the fabrication sequence. This book can be used conveniently in a semester length course on integrated circuit fabrication. This text can also serve as a reference for practicing engineer and scientist in the semiconductor industry. IC Fabrication are ever demanding of technology in rapidly growing industry growth opportunities are numerous. A recent survey shows that integrated circuit currently outnumber humans in UK, USA, India and China. The spectacular advances in the development and application of integrated circuit technology have led to the emergence of microelectronic process engineering as an independent discipline. Integrated circuit fabrication text books typically divide the fabrication sequence into a number of unit processes that are repeated to form the integrated circuit. The effect is to give the book an analysis flavor: a number of loosely related topics each with its own background material. Some of the important features of the book are as follows:

- Describes underlying scientific basis for technologies used in silicon chip fabrication.
- Includes multiple choice question on the pattern of competitive exams.
- Emphasizes the basic processes that are involved in integrated circuit fabrication process. Comprehensive coverage of process sequence helps reader connect individual process.
- Includes discussion on future trends. This is necessary as technology is changing at very fast

ABOUT THE AUTHORS

Dr Kumar Shubham, Associate Professor is teaching VLSI Fabrication in Delhi Technical Campus Greater Noida. He has completed PhD in 2013 from IIT (BHU), Varanasi. He has published Eleven International journal paper and Five International Conference paper out of which Five SCI papers. Citation Indices: Citation 44, h-index 4 and i10-index 1. He has 4 years research experience during PhD, 1 year industrial experience and 4 years experience in teaching.

Mr Ankaj Gupta, Assistant Professor is teaching in Delhi Technical Campus Greater Noida. He is M. Tech in VLSI Design & Embedded Systems. He has 7 years teaching experience at UG and PG level. He has written many books on subjects Microprocessor, Microcontroller and Embedded systems. He has published several papers in international and national journals.

ENGINEERING | Electronics & Electrical Engineering

ISBN: 9789-38667-7884
375 pg. | 2019 | PB | Rs.1295

Modern Electronics & Communication Engineering

M.L. Anand

ABOUT THE BOOK

The book is meant for the engineering students of BE /B.Tech./polytechnic diploma. It will be also useful for practicing engineers and also for who are interested to know about fundamentals of modern engineering. The book has crystal clear approach and simple language. The presentation is straight forward adopting user friendly and classroom lecture style. The book is thought provoking and stimulating. It will clear cobwebs of mind and while going through the book, the reader will feel physical presence of the teacher.

ABOUT THE AUTHOR

M.L. Anand is a very well-know expert and author of more than 15 books in the field of Engineering and allied subjects. He has about 50 years experience in different leading Institutions in India. Electronics and Communication subjects are his strong foray.

CONTENTS

Part I : Electronics Engineering

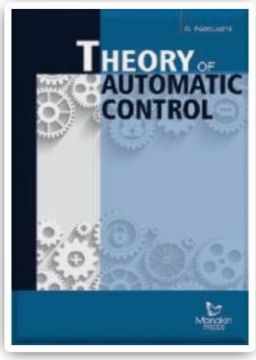
1. Introduction **2.** Semi-Conductors **3.** Micro Electronics **4.** Electronic Devices **5.** Analysis of Bipolar Transistors at Low Frequencies **6.** Analysis of Bipolar Transistor at High Frequencies **7.** Microphones & Loudspeakers **8.** Surface Mount Boards **9.** Electronic Hardware Components **10.** Multimeter & CRO **11.** Medical Electronics

Part II : Communication Engineering

12. Introduction **13.** Amplitude Modulation **14.** SSB-AM Modulation **15.** AM Transmitters **16.** AM Receivers **17.** Frequency Modulation (FM) **18.** FM Transmitters **19.** FM Receivers **20.** Phase Modulation (PM) **21.** Digital Modulation Transmssion & Reception **22.** More About Transmitters and Receivers **23.** Television Basics and Monochrome Television **24.** Colour Televisions **25.** Cable Television and DTH **26.** Facsimile (FAX) **27.** Modern Communication Techniques

Theory of Automatic Control

A. Netushil



ISBN: 9789-38437-0091
902 pg. | 2017 | HB | Rs. 2495

ABOUT THE BOOK

Theory of Automatic Control is an extension and refinement of the lectures delivered by the authors to students specializing in Automation and Remote Control, Computer Engineering, Information and Measurement Technology, Electric Drives and Automation of Industrial Facilities.

Due to the advanced natures of the topics covered readers are presumed to be familiar with the relevant parts of the curriculae on Theoretical Fundamentals of Electrical Engineering, Higher Mathematics, Theoretical Mechanics, and Computer Engineering and also some principles of automatic control related to Electrical Machines, Electrical Measurements, Magnetic and Electronic Elements of Control Hardware The book is a classical effort on evolution & journey of today's robotic machines from the earlier days of manual to semi automatic to robotic machine shops.

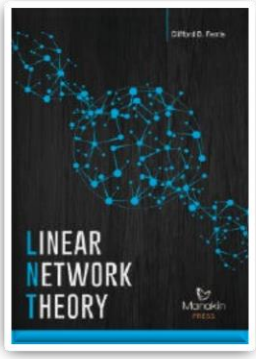
This book envisages & evolves around author aim of defining the processes behind application of control theory for regulation of processes without direct human intervention.

CONTENTS

1. General Description of Plants and Automatic Control Systems, **2.** Equations of Control Systems, **3.** Propagation of Regular Signals through Linear Elements, **4.** Typical Elements of Linear Control Systems, **5.** Special Elements of Linear Automatic Control Systems, **6.** Connection of Elements and Transformation of Continuous Linear System Block Diagrams, **7.** Stability of Control Systems, **8.** The Effect of System Parameters on its Stability, **9.** Control Performance: Direct Methods of Study, **10.** Control Performance: Indirect Methods of Study, **11.** Design of Minimal-Phase Linear Control Systems, **12.** Design of Industrial Control Systems, **13.** Sampled-Data Control Systems, Characteristics of Sampled-Data Signals, **14.** Characteristics of Sampled-Data Control Systems, **15.** Sampled-Data Control Systems Stability, Transient and Steady-State Processes, **16.** Nonlinearities in Control Systems General, **17.** Nonlinear System Statics. Connection and Transformation of Nonlinear Elements, **18.** Nonlinear System Dynamics. Phase Plane, **19.** Harmonic Linearization, **20.** Stability of Nonlinear Systems, **21.** Control Performance in Nonlinear Systems, **22.** Problems and Methods of Optimal Control. General, **23.** Theoretical Methods of Optimal Control, **24.** Random Signals in Control Systems, **25.** Linear Systems Subjected to Random Stationary Signals, **26.** Nonlinear System Subjected to Random Stationary Signals, **27.** Adaptive Control System, *Appendices, References, Subject Index.*

Linear Network Theory

Clifford D.Ferris



ISBN: 9789-38622-1155
484 pg. | 2017 | HB | Rs.1595

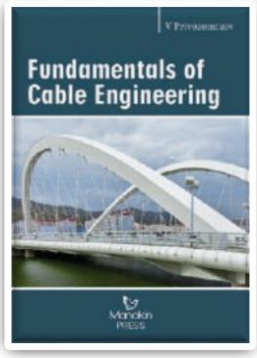
ABOUT THE BOOK

Linear Network Theory presents the problems & issues of Linear Network analysis & synthesis. This book is an attempt to bridge the gap between undergraduates & graduates school courses in transient analysis & network synthesis. This text is compendium of various operational techniques for solving circuit problems from the linear system viewpoint. Emphasis is placed upon the use of operational techniques to find total solution including both transient & steady-state. The main theme of the book is solution of linear integro-differential equations by a variety of techniques. Each technique has its own merit and the use of each depends upon the information described about system behaviour. The book has many illustrated examples most of them being related to electrical circuit problems. The book would be useful for students in electrical engineering and radio engineering helping them in extending the fundamental and theoretical knowledge.

CONTENTS

1. The Linear System, **2.** Review of Mathematical Techniques, **3.** Introduction to Operational Techniques, **4.** Fourier Techniques and Frequency Analysis, **5.** The Laplace Transformation, **6.** Solution of Integro-differential Equations by the Laplace Transformation Technique, **7.** Small Signal Linear Analysis, **8.** Complete Solutions of Network Problems by Laplace Transformation, **9.** Signal Flow Analysis Techniques, **10.** Mechanical Analogies, **11.** An Introduction to Driving-Point, Appendices, Bibliography, Problems, *Index*

ENGINEERING | Electronics & Electrical Engineering



ISBN: 9789-38437-0190
412 pg. | 2017 | HB | Rs. 1295

Fundamentals of Cable Engineering

V. Privezemtsev

ABOUT THE BOOK

Cables are everywhere around us, generally hidden from our eyes and at times in open also but Cables whether Electrical or Communication are an essential part of any modern day office, residence, business or any type of facility Right from grounds of our cities to interiors of our walls to the depths of seas they are everywhere and are the lifeline of all types of high-tech or basic instruments or tools be a simple Motor Bike or a Space Shuttle.

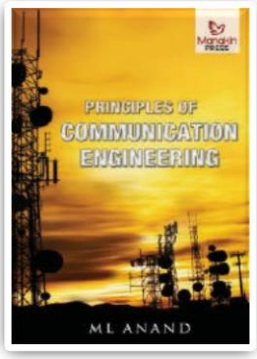
Fundamentals of Cable Engineering is a classical and very strong technical treatise on Cable Engineering which will be a good reference and text tool to all Electrical & allied disciple students and academicians.

The authors are sure that readers would find it as an easy to use basic tool to understand Fundamentals of Cable Engineering.

CONTENTS

1. Classification and Properties of Main Types of Cables and Wires, **2.** Calculation of Electrical Parameters, **3.** Calculation of Thermal Parameters, **4.** Twisting of Power Cable Cores: Theory and Technology, **5.** Insulation of Power Cables: Theory and Technology, **6.** Drying and Impregnation of Power Cables: Theory and Technology, **7.** Cable Sheaths and Protective Coverings, **8.** Plastic- and Rubber-Insulated Cables and Wires, **9.** Communication Cables, **10.** Enamel- and Fibre-Insulated Magnet Wires, **11.** Testing of Cables and Wires, *Index*

ENGINEERING | Electronics & Electrical Engineering



ISBN: 9789-38667-7006
700 pg. | 2018 | HB | Rs. 1595

Principles of Communication Engineering

M.L. Anand

ABOUT THE BOOK

The book caters the requirements of students doing B.E, B.Tech, AMIE and other such courses. It is also useful for B.Sc/Polytechnic students. It has several unique features viz, its simple language and crystal clear approach. The presentation of the subject matter is straight forward and comprehensive, adopting a simple user friendly class room lecture style method. The style of the presentation will certainly fascinate the readers. The book is reader friendly thought provoking and stimulating. It will clear cobwebs of the mind. While going through the book, the reader will feel physical presence of the teacher.

Salient features:

- The book is full of problems objective type questions selected from various boards/universities of India and abroad.
- The language is simple that an average student can follow.
- Not a single word used which makes students to consult dictionary
- Unnecessary mathematics and long derivations avoided.
- The S.I. units are used throughout
- Short Question taken from various universities are answered a complete chapter has been devoted.
- At the end of each chapter, objective type questions have been provided.

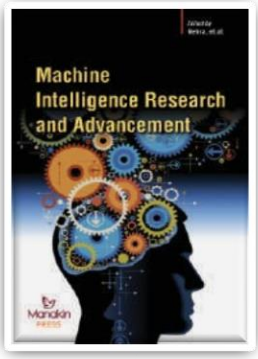
ABOUT THE AUTHOR

ML Anand is a very well-know expert and author of more than 15 books in the field of Engineering and allied subjects. He has about 50 years experience in different leading Institutions in India. Electronics and Communication subjects are his strong foray.

CONTENTS

1. Basic Concepts and Signal Analysis, **2**. Noise, **3**. Amplitude Modulation (AM), **4**. Various AM (SSB) Techniques, **5**. AM Modulators and Transmitters, **6**. AM Demodulators and Receivers, **7**. Frequency Modulation (FM), **8**. FM Modulators and Transmitters, **9**. FM Demodulators and Receivers, **10**.**A** Phase Modulation (PM), **10**.**B.** More About Transmitters and Receivers, **11**. Analog Pulse Modulation, **12**.A Digital Pulse Modulation, **13**. Antennas, **14**. **A** Monochrome (B & W) Television, **14**.B Colour Television, **14**.C Cable Television and DTH, **15**. Facsimile (FAX), **16**. Radar Systems, **17**. Telegraphy, **18**. Telephony, **19**. Satellite Communication, **20**. Transmission Lines, Cables & amp; Waveguides, **21**. Fibre Optic Communication, **22**. Propagation of Radio Waves, **23**. Radio Navigation, **24**. Consumer Communication, **25**. Short Answer Questions

Machine Intelligence Research and Advancement



Nehara et.al.

ISBN: 9789-38437-0336
464 pg. | 2016 | HB | Rs.1895

ABOUT THE BOOK

Machine Intelligence and Artificial Intelligence are two main subject areas in a fast evolving field. Machine intelligence technologies cut across a vast array of problem types (from classification and clustering to natural language processing and computer vision) and methods (from support vector machines to deep belief networks). The central problems (or goals) of Machine intelligence research include reasoning, knowledge, planning, learning, natural language processing (communication), perception and the ability to move and manipulate objects. The research advancement in Machine intelligence field covers latest cutting edge areas. It encompasses all fields to make life better and connected along with intelligent devices. Life without these intelligent devices shall be too difficult in present era.

The book focuses on wide array of topics ranging from mobile communication, sensor, vehicular & adhoc networks, security; Soft computing; Microwave; Robotics; VLSI design and embedded system; Signal and image processing; Modeling and simulation; Cloud computing; Bio-informatics to smart textile etc.

ABOUT THE EDITORS

Dr. Vijay Nehra did his B.Tech in Electronics and Communication Engineering from Kurukshtra University, M.E in Electronics from Punjab Engineering College, Chandigrah and PhD in Electronics and Communication Engineering from MDU Rohtak in 2000, 2002 and 2008 respectively. Presently, he is working as a Professor and Chairperson of Electronics and Communication Engineering, Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur-Kalan, Sonipat. Many of his research papers have been published in International and National journals of repute.

Sudesh Nandal is an Assistant Professor in Electronics and Communication Engineering Department of Bhagat Phool Singh Women University of Khanpur-Kalan. She did her B.Tech in Electronics and Communication Engineering from BRCM College of Engineering, Bahal (Bhiwani) in 2004 and M.Tech in Electronics and Product Designing from Punjab Engineering College (Deemed University), Chandigarh in 2006.

Sandeep Dahiya is presently working as an Assistant Professor in Department of Electronics and Communication Engineering, Bhagat Phool Singh Mahila Vishwavidyalaya Khanpur-Kalan, Sonepat, since July 2009. He served as Lecturer in Hindu College of Engineering, Sonepat for 8 years. He is having 14 years of experience in academic frontiers. He received his B.E. in Electronics Engineering in 2000, M.Tech in Electronics and Communication Engineering in 2006 and currently pursuing PhD in Electronics & Communication Engineering.

Mr. Rajender Kumar is working as an Assistant Professor in the Department of Electronics and Communication Engineering, BPS Mahil Viswavidlaya, Khanpur-Kalan, Sonipat, Haryana, India and has got 10 years of teaching experience. He received the B.E. and M.Tech degree from MDU Rohtak and M.Tech degree from GJUS&T, Hisar, India. His area of research includes Linear Integrated Circuit, VLSI Design & Digital Image Processing.

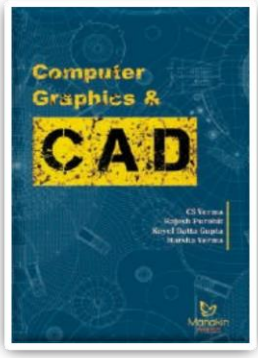
Priyanka received her B.E. in Electrical Engineering in 2004, M.Tech in Electrical Engineering (Instrumentation & Control) in 2007 and currently pursuing Ph.D in Electrical Engineering.

Krishan Kumar received his B.E in Electronics and Communication Engineering (ECE) from Chhotu Ram State College of Engineering, Murthal, Sonipat and M.Tech from GJUS&T, Hisar. Currently, he is working as an Assistant Professor in Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur-Kalan, Sonipat, Haryana.

CONTENTS

1. Parameters Extraction of 200nm NMOS Transistor using Silvaco TCAD Tools – *Shikhar Gupta, Prashant Kumar, Munish Vashishath,* **2**. Genetic Algorithm for Reconfigurable Computing Systems – *Ashutosh Gupta,* **3**. Bioinformatics: A Novel Platform for Research – *Reeti Chaudhary, Pooja Dandyan, Nancy, Preeti Yadav and Kiran Nehra,* **4**. Design SC-FDMA based systems for uplink broadband communication to Comparing of OFDMA system – *Sajjan Singh, S. V. A. V. Prasad,* **5**. Understanding Soar : An Outsider's Perspective – *Divya Saxena and Naveen Malik,* **6**. Illumination Normalization Using Multiscale Approach and Non-linear Classifier for Face Recognition – *Tripti Goel, Vijay Nehra, Virendra P. Vishwakarma,* **7**. A Survey of Handwritten Character Recognition Using Neural Network – *Gargi Dalal, Sandeep Dahiya and Suresh Kumar,* **8**. Analysis of Proportionality Estimation in Multi Hidden Layer Neurons in BPNN Architecture – *Rakesh Kumar Bhujade, Amitkant Pandit, Naveen Hemrajani,* **9**. Genome Annotation – A Computational Approach – *Kiran Nehra, Nancy Chhabra, Pooja Dandyan and Reeti Chaudhary,* **10**. A Didactic Approach for Visualization of function in 2-D, 3-D Plotting by Using MATLB – *Asha, Mittarpal, Priyanka Anand,* **11**. Improving Software Quality by Reusing Knowledge & Experience – *Ravinder, Lekh Raj, Mohan Jindal, Vidhu Vohra, Uravashi Mishra, Sata Nand,* **12**. Analyzing Electron Transport Properties of Carbon Nanotube between Copper Electrodes – *Sandeep Dhariwal, Vijay K.Lamba, Ritu Vijay, Krishan,* **13**. A Dynamic Approach to Increase Life Time of wireless sensor nodes in Wireless Sensor Network – *Priyanka Rathee*, **14**. Electronic Waste, Its Impacts And Management: A Challenge For Global Survival – *Bhupinder singh & Lalit Jajpura,* **15**. Implementation of command line partial reconfiguration on Xilinx FPGA – *Ashutosh Gupta,* **16**. Application of Electronics in Textile Manufacturing Industry – *Lalit Jajpura, Abhilasha Rangi and Rajkishore Nayak,* **17**. Case Study of Different Medical Modalities Using Image Processing: A Review – *Shikha Maheshwari, Krishan,* **18**. The Prospects of Biometric Fingerprint Recognition Techniques – *Babita Chaudhary, Sandeep Dahiya and Suresh Kumar,* **19**. A Comparative Study On Different Image Steganography Techniques – *Ekta , Sonal*, **20**. Hi- Tech Wearable Textronics – *Ashish Hooda , Abhilasha Rangi,* **21**. VoIP base Scrutinzation of MANET – *Lekh Raj, Ravinder Mohan Jindal, Vidhu Vohra, Uravashi Mishra, Sata Nand,* **22**. MATLAB based Comparison of Different Image Resizing Methods – *Jyotio, Rajinder kumar*, **23**. Electronic Textile and various applications and challenges of electronic clothing –*Sushil Kumar, Jai Veer, Harinder Pal,* **24**. Artificial intelligence turning to be backbone of Inclusive Education – *Poonam Poonia, Varuna Dahiya & Yogesh Chander,* **25**. Apparent and partial molar volumes of tetra-alkyl ammonium chloride in mixed solvent tetrahydrofuran and water at 303.15K – *Rajni and Naresh Kumar Dua,* **26**. Emerging Technologies in Textile Intelligence Embedded with Wearable Electronics – *Harinder Pal, Sushil Kumar & Jai Veer,* **27**. A review on in vitro Propagation and Secondary Metabolites Extraction from Withania somnifera -An Endangered Exotic Indian herb – *Aditi Arya, Deepanjali Sodha, Shashank Narwal,* **28**. Need of IPR in Present Scenario of Globalization – *Lalit Jajpura, Bhupinder Singh and Rajkishore Nayak,* **29**. Image Enhancement Spatial Domain Method using MATLAB – *Prinka, Sudesh Nandal,* **30**. Electrospinning: A Method For The Production of Nanofibres – *Jai Veer, Sushil Kuma, Harinder Pal,* **31**. Bioinformatics: A Tool for Microbial Identification – *Dhiraj Kumar Nanda, Reeti Chaudhary, Dinesh Kumar,* **32**. Negative and Positive Biological Effects of Radiations emitted from mobile phone on Human and Emotional Identification during Radiations: A review – *Anupriya Saini,* **33**. Implementation of I/O sample rate of ZigBee – *Aarti and Pallavi,* **34**. Explorative Survey of Healthcare Data Interchange Standards and Web Services – *Ajeta Nandal, Anupriya,* **35**. An Overview of LEON4 Multipurpose Microprocessor – *Anju, Priyanka Anand,* **36**. A Literature Review on Digital Filter Design Techniques – *Apurva Gupta and Surender Kumar,* **37**. Critical Analysis of Performance Factor of CNC Milling Machine – *Navin Vashisth, Mukesh Gupta,* **38**. Soliton Stability : Effect of Initial Chirp – *Rajeev Sharma, Rohit Kumar and Vikram Singh,* **39**. Cloud Computing Applied as Search Engine in Agriculture – *Swati Kadian, Sudesh Nandal,* **40**. Design Fundamental Building Block For VLSI In QCA – *Sunita Rani, Naresh Tanwar,* **41**. Introduction to Cyclic Codes and Applications – *Sunil Kumar,* **42**. Study of Protocols of MAC Layer In Wireless Sensor Network – *Deepti Goel, Sonal Beniwal,* **43**. A Two Stage Integrateted Approach of DNA Cryptography – *Savita Grewal, Neha Nandal, Suman Panghal,* **44**. Wireless Sensor Network for Precision Farming: A Novel Approach – *Sangeeta Yadav, Priyanka,* **45**. Real Time operating Systems – *Rupam, Rajender Kumar,* **46**. A Review of Resource Management In Cloud Computing – *Preeti Rawal, Sunita Rani,* **47**. Mars Mission – *Anupriya Jangra, Shweta Dahiya,* **48**. Advanced Traffic Control System Using Embedded System – *Ankit, Sudesh Nandal,* **49**. On The Diophantine Equation p1x + p2y = z2 – *Sarita, Hari Kishan and Megha Rani,* **50**. Performance Analysis of, Reactive, Proactive and Hybrid MANETs Routing Protocols – *Vandana Rani, Sudesh Nandal,* **51**. Review on visual cryptography schemes – *Preeti, Sunita Ranix,* **52**. Distributed Denial of Service Attacks In Mobile Ad-hoc Network – *Bharti, Sonal Beniwal,* **53**. Sixth Sense Technology – *Rupam, Sudesh Nandal,* **54**. Role of Communication Techniques for Rural and Agriculture Development – *Nisha, Krishan Kumar,* **55**. Verichip: A Human Implantable Chip – *Neha Kundu, Garima Sharma,* **56**. Greening Wars And Battles By Green Electronics and Green Computing – *Col. JC Mehta (Retd), Nand Kumar,* **57**. Security in Cloud Computing – *Sangeeta Devi,* **58**. Mining Big Data In Real Time – *Sangeeta Sindhu*

ENGINEERING | Computer Science & IT



ISBN: 9789-38437-0053
398 pg. | 2016 | HB | Rs. 995

ISBN: 9789-38437-0404
398 pg. | 2016 | PB| Rs. 895

Computer Graphics & CAD

C.S. Verma | Rajesh Purohit | Koyel Datta Gupta | Harsha Verma

ABOUT THE BOOK

Welcome all UG and PG students of Engineering, MCA, BCA and science programs to the big book designed to be as comprehensive and as accessible as is possible for a single book on Computer Graphic and CAD. It is also designed to cover all the syllabus of Computer Graphics as well as Computer Aided Design (CAD) subject available separately in any semester of Institutes or Universities. Nearly everything is in here, ready for you to use. You will find coverage of every topic of the subject with at least one solved example showing how it works. We will discuss not only all the topics, but also cover all principle and modeling procedures adopted in Industries and Research Institutes for generation of composite curves, surfaces and objects with solved examples (as for as we know, no other single book can make that claim).

ABOUT THE AUTHORS

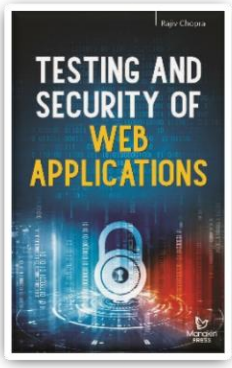
Dr. Chandra Shekhar Verma has more than ten years Teaching and Research experience in DTU, MIT and NSIT Govt. of NCT Delhi. He also has vast administrative experience in AICTE, New Delhi. He is a Ph.D from IIT Delhi. His research area is natural composite materials, geometric modeling in CAD/CAM and sustainable energy development. He has published many papers in peer reviewed International Journals and Conferences.

Dr. Rajesh Purohit is Associate Professor in Mechanical Engineering Department, MANIT Bhopal (MP), India. He has done his M. Tech. and Ph.D from IIT Delhi. He has published more than 110 research papers in referred Journal and Conferences. His name has been included in Top 100 Engineers of year 2013 and in the list of 2000 outstanding Intellectuals of the 21st Century 2010 by International Biography Centre (IBC), Cambridge, England. Also his biography has been included in the 2009 and 2010 Edition of Marquis Who's Who in the World. His research interests are Design and Manufacturing of Composite Materials and Nano Composites, Finite Element Analysis, CAD/CAM, Modeling & Simulation, Rapid Prototyping, Nanotechnology etc.

Dr. Koyel Datta Gupta is a Gold Medalist in M. Tech. (Computer Technology, 2007) Jadavpur University, Kolkata. Presently, she is a Reader in Maharaja Surajmal Institute of Technology, New Delhi. Her research interests include Computer Graphics, Data Communication & Networking and Mobile Computing.

Ms Harsha Verma is M.Tech (Computer Science and Engineering), JNTU, Hyderabad. She has more that 5 year teaching experience in Institutions under Delhi University and
I.P. University, Delhi.

RECENT



ISBN: 978-93-92062-00-1
223 pg. | 2022 | PB | Rs. 795

Testing and Security of Web Applications

Rajiv Chopra

ABOUT THE BOOK

In the modern world, where technological advancement is pulsating in a matter of seconds, the ability to collect, process and analyze information can be a determining factor of life or death, peace or war, profit or loss and so on. The evolution of technology-based information is so rapid that even a highly competent individual has to struggle through thick and thin to keep up with the current trend of testing.

With ever increasing techniques of software testing of web applications and security of web applications at stake, better solutions for testing and security are ever a demanding task. The analogy between testing and security is accurate and ironic at the same time. Both are mainly of anthropogenic origins, increasing in folds of many and managing them gets out of hand.

Academicians, researchers, businessmen, students, well, in fact everyone must know the differences between different types of data so as to better apply their techniques and models. Failure of which might lead to unwanted problems or incorrect or unprecise interpretations and results. Testing and security have become so important in the modern ere today that the more is the testing, better is the security of software. Both testing and security has a symbiotic association with each other. Some of the salient features of the book are:

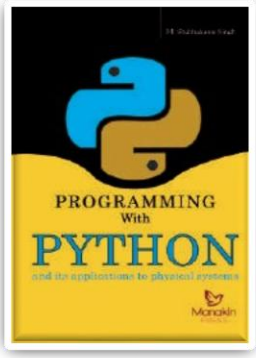
- An ideal introduction to testing and security of web apps that can be manipulated, used, and transmitted, this text shows students how to develop a good test model by implementing the test model and getting healthy test cases and test suites.
- In addition, this volume explains how to utilize "models" specifying which test case is healthier and relevant for answering specific questions, gives a skill-oriented overview of the field.
- It provides the students with the cognitive tool necessary for advanced study.
- It depicts the day-to-day practice of the professional test engineer.
- It draws each topic into a consistent and unified treatment of the subject.
- It lists objectives of each chapter that highlights what a student should master.
- Also, it structures the subject to benefit professionals in other fields who need to acquire a basic knowledge of web testing science.
- Extensive coverage of web testing.
- Explanation of web application testing concepts using simple and expressive language.

Testing and Security of Web Applications' serves as an essential text for school, college students, library schools, business schools and computer science curricula. It also serves as a valuable reference for library, information and test scientists, test managers, test analysts and computer scientists.

Programming with Phython

and its applications to physical systems

M. Shubhakanta Singh



ISBN: 9789-38437-0497
362 pg. | 2017 | HB | Rs.995
ISBN: 9789-38437-0275
362 pg. | 2017 | HB | Rs. 795

ABOUT THE BOOK

This book is an introduction to Python Programming and provides a practical approach to the subject. It is based on the author's vast experience of teaching Computer Programming and Computational Physics to undergraduate and postgraduate students.

The basic concepts of Python are explained in detail and augmented with examples and diagrams to give a thorough understanding of the subject.

The book has been carefully presented so as to be equally attractive and understandable to those new to this language as well as to those without prior knowledge of any programming language.

With an aim to consolidate the understanding of the technique, solved problems, both objective and descriptive, have been included.

The last Chapter explains the application of Python to Natural Sciences. Most of the topics are explained with proper illustrations and related functions/modules are also explained using tables.

ABOUT THE AUTHOR

Dr. M. Shubhakanta completed his M.Sc.(Physics) from Jamia Millia Islamia University in 1996 and Post Graduate Diploma in Computer Application in 2000. From 2000 to 2002 he was in Solid State Physics Laboratory, DRDO. During that time he designed simulation software for MMIC design and Modeling and Electron Beam Lithography. From 2002 to 2007 he worked as a Project Associate at Electrical Engineering Department, Indian Institute of Technology (IIT), Delhi. Since 2008, he is associated with Department of Computer Science and Department of Physics, Manipur University. His expertise in Python is derived from online degree courses completed from Massachusetts Institute of Technology and Rice University, and from teaching M.Sc. and MCA students.

CONTENTS

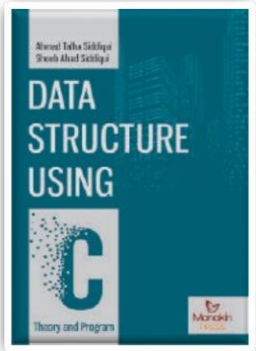
1. Introduction, 2. Identifiers and Data Types, 3. Operators and Expressions, 4. Managing Input and Output Operations, 5. Decision Making and Branching, 6. Decision Making and Looping, 7. Functions, 8. List, 9. Dictionaries, 10. Tuples, 11. Files, 12. Computational Physics– Application in Physical Systems, Appendix I: Objective Type Questions, Appendix II: Descriptive Type Questions, References, Index

ENGINEERING | Computer Science & IT

Data Structure Using C

Theory and Program

Ahmad Talha Siddiqui, Shoeb Ahad Siddiqui



ISBN: 9789-38667-7365
225 pg. | 2018 | HB | Rs.795

ABOUT THE BOOK

The study of Data Structure is fundamental to computer science and its applications. While developing a program or an application, many programmers find themselves more interested in the type of algorithm used rather than the type of data structure implemented. The book explores concepts and consider how those concepts are useful in problem solving. It explains how to use C language on Ubuntu platform for programming and how to develop the program.

Equal emphasis is placed on both the theoretical and the practical concepts, so that the student learns about the concept itself, its implementation and its applications. The languages used in this book is easy. C is well suited to teach a course since it contains the control structure necessary to make programs readable and allows basic data structure such as Stack, Queue, Linked List, Tree, Graph and Sorting to be implemented in a variety of ways. C is also widespread on many different platform and it continues to grow in popularity. Each data structure has its own unique properties and its various kind of application.

Most of the concepts in this book is illustrated by diagrams. Some of these diagrams are important topics in their own way. The instructor is free to cover as many as few of these diagrams as he/she wishes. All the programs in this book have been tested on Ubuntu platform.

The course data structure is typically taught in the 2nd and 3rd semester students in various universities and colleges. The aim of this course is to help students master the design and application of various data structure and use them in effective programs.

ABOUT THE AUTHORS

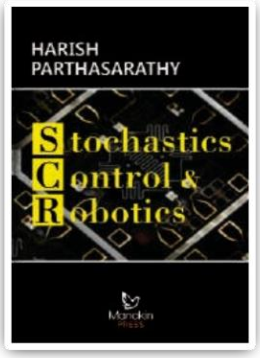
Ahmad Talha Siddiqui is an Assistant Professor in the Department of Computer Science & Information Technology in Maulana Azad National Urdu University, Gachibowli, Hyderabad. His area of interest includes Data Structure, Algorithm, Data Mining, Big Data.

Shoeb Ahad Siddiqui is a Sr. Instructor in the Department of Computer Science & Engineering in Integral University, Lucknow. His area of interest includes Data Structure, Algorithm and AI.

CONTENTS

1. Introduction to Data Structure, **2.** Introduction to Array, **3.** Linked List, **4.** Stack, **5.** Queue, **6.** Tree, **7.** Graph, **8.** Searching and Sorting, **9.** Hashing Techniques

ENGINEERING | Robotics & Control



ISBN:9789-38437-0183
490 pg. | 2017 | HB | Rs. 2095

ISBN: 9788-19387-7289
490 pg. | 2017 | PB | Rs. 1895

Stochastics, Control & Robotics

Harish Parthasarathy

ABOUT THE BOOK

This book discusses various problems in stochastic Processes, Control Theory, Electromagnetics, Classical and Quantum Field Theory & Quantum Stochastics. The problems are chosen to motivate the interested reader to learn more about these subjects from other standard sources. Stochastic Process theory is applied to the study of differential equations of mechanics subject to external noise. Some issues in general relativity like Geodesic motion, field theory in curved space time etc. are discussed via isolated problems. The more recent quantum stochastic process theory as formulated by R.L. Hudson and K. R. Parathasarathy is discussed. This provides a non commutative operator theoretic version of stochastic process theory. V.P. Belavkin's approach to quantum filtering based on non demolition measurements and Hudson Parathasarathy calculus has been discussed in detail. Quantum versions of the simple exclusion model in Markov process theory have been included. 3D Robots carring a current density interacting with an external Klein-Gordon or Electromagnetic field has been given some attention. The readers will after going through this book, be ready to carry out independent research in classical and quantum field theory and stochastic processes as applied to practical problems.

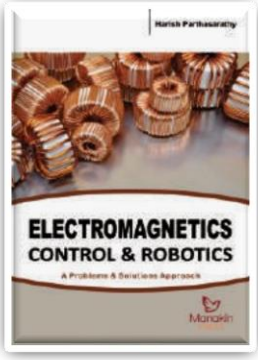
ABOUT THE AUTHOR

Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Phd degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variety of topics in mathematical physics, signal processing and antenna theory.

CONTENTS

1. Classical Robotics and Quantum Stochastics, **2.** Electromagnetus and Related Partial Differential Equation, **3.** Radon and Group Theoretic Transforms with Robotics Applications, **4.** Stochastic Filtering and Control, Interacting Particles, **5.** Classical and Quantum Robotics, **6.** Large Deviations, Classical and Quantum General Relativity with GPS Application, **7.** Quantum Signal Processing

ENGINEERING | Robotics & Control



ISBN: 9789-38437-0367
624 pg. | 2017 | HB | Rs.1895

ISBN: 9788193877272
624 pg. | 2017 | PB | Rs.1595

Electromagnetics, Control & Robotics

A Problems & Solutions Approach

Harish Parthasarathy

ABOUT THE BOOK

This book is a research monograph covering a variety of problems in (a) statistical state and parameter estimation in nonlinear stochastic dynamical system in both the classical and quantum scenarios, propagation of electromagnetic waves in a plasma described by the Boltzmann Kinetic transporo equation, classical and quantum general relativity etc. It will be of use to Engineering undergraduate students interested in analysing the motion of robotic subject to random perturbation and also to research scientists working in quantum filtering and study problems of inhomogeneous perturbation to in a homogenous and isotropic universal leading to the formation of galaxies in an expanding universe.

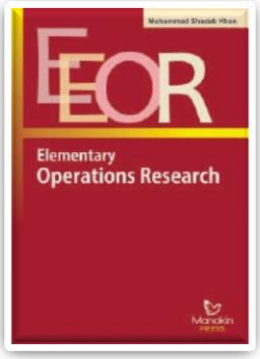
ABOUT THE AUTHOR

Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Phd degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variey of topics in mathematical physics, signal processing and antenna theory.

MATHEMATICS

Elementary Operations Research

Mohammad Shadab Khan



ISBN: 9789-38437-0152
434 pg. | 2016 | HB | Rs. 995
ISBN: 9789-38437-0077
434 pg. | 2016 | PB| Rs. 895

OVERVIEW

As for as the basic definition of Operations Research is concerned it is defined as it is a discipline that deals with the applications of advanced analytical methods to help make better decisions. The term Management Sciences and Analytics are some times used as synonyms for Operations Research. Employing techniques from other mathematical sciences such as, Mathematical Modeling, Statistical Analysis and Mathematical Optimization, Operations Research arrives at optimal or near optimal solutions to complex decision making problems. The present treatise is intended as "Elementary Operations Research" keeping in view the needs of undergraduate students.

ABOUT THE BOOK

Operations Research is defined as a discipline that deals with the applications of advanced analytical methods to help make better decisions. The term management sciences and analytics are some times used as synonyms for operations research. Employing techniques from other mathematical sciences such as Mathematical Modelling, Statistical Analysis and Mathematical Optimization, Operations Research arrives at Optimal or Near Optimal Solutions to Complex Decision Making problems.

The present volume is intended as a textbook keeping in view the needs of the undergraduate students of various Universities of India. The book is divided into ten chapters: "Overview, Highlights the Nature, Scope and Limitations of Operations Research, Classification of Different Operations Research Models; Formulation of Linear Programmin g Problems and their solutions using Graphical Method; Simplex Algorithm to solve Linear Programming Problems; Duality of Linear Programming Problems and its Solutions; Game Theory; Queuing Theory; Simulation, Techniques of Network Scheduling by PERT/CPM; Probability and its Distribution".

ABOUT THE AUTHOR

Dr. Mohammad Shadab Khan is presently working as an Assistant Professor in the Department of Commerce, Aligarh Muslim University, Aligarh. Dr. Khan has completed his M.Phil. and Ph.D. degrees in Mathematics from Aligarh Muslim University, Aligarh. During his research programme of five years, he has been actively teaching undergraduate classes in the Department of Mathematics and now teaching undergraduate and post-graduate students in the Department of Commerce for the last 12 years. He is also having teaching experience of abroad and worked as an Assistant Professor in the Department of Mathematics, College of Science and Humanities, Salman Bin Abdulaziz University, Al-kharj, Kingdom of Saudi Arabia for 3 years. Dr. Khan has attended many national and international conferences and also published many research papers in journals of national and international repute.

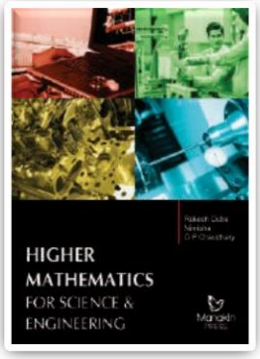
CONTENTS

1. Operations Research, **2.** Linear Programming (Mathematical Formulation and Graphical Method), **3.** Linear Programming (Simplex Algorithm and Duality), **4.** Transportation Problems, **5.** Assignment Problems, **6.** Game Theory, **7.** Queuing Theory, **8.** Simulation, **9.** Network Analysis (PERT/CPM), **10.** Probability and its Distribution, *Index*

MATHEMATICS

Higher Mathematics for Science & Engineering

Rakesh Dube | O P Chaudhary | Nimisha



ISBN: 9789-38437-0237
1590 pg. | 2017 | HB | Rs. 2995

ABOUT THE BOOK

Engineering Mathematics is an interdisciplinary subject taught in every branch of Engineering. The book titled "**Higher Mathematics - Science & Engineering**" is designed to cover the undergraduate and post graduate courses of Engineering. This book provides detailed explanation and concept of each topic with problem solving techniques and engineering applications. This book may be used as text and or reference book by every Engineering Mathematics learner and expert.

It covers the topics like: Differential Calculus, Integral Calculus, Vector Calculus, Ordinary Differential Equations, Partial Differential Equations, Special Functions, Fourier series, Laplace Transform, Fourier Transform, ZTransform, Linear Algebra, Boolean algebra, Graph Theory, Fuzzy Logic, Complex Variables, Numerical Analysis, Statistics, Reliability, Operation Research.

ABOUT THE AUTHORS

All the authors have around TWO decades of teaching experience and they are known for their unique style of teaching.

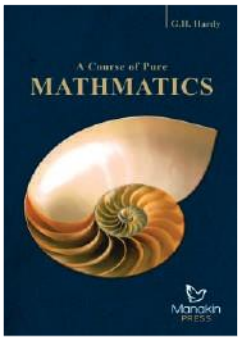
Dr. Rakesh Dube is working as Professor – Mathematics, ITS Engineering College, Greater Noida. He has served most of the best Colleges of UP Technical University like Dr KNMIET, AKGEC, KIET, IMSEC, RDEC, RKGIT and Gulf Countries.

Dr. Nimisha is working an Associate Professor - Mathematics, ABES Engineering College, Ghaziabad. She has served most of best college of Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh (Formerly Uttar Pradesh Technical University) like AKGEC, IMSEC, SDCET, SGIT.

Dr. O P Chaudhary is working as Professor – Mathematics, ITS Engineering College, Greater Noida. He has served most of the best Colleges of UP Technical University like BBDIT, RKGIT, VIET, IMSEC & SIET.

NEW

MATHEMATICS



ISBN: 9789-38667-7334
587 pg. | 2018 | PB | Rs. 795

A Course of Pure Mathematics (3rd Edition)

Godfrey Harold Hardy

ABOUT THE BOOK

G.H. Hardy's text is a good single volume refresher course for work in analysis and more advanced algebra, including number theory. Not quite as modern as Birkhoff and MacLane's text, or Manes' work, this volume forms the underpinnings of both works. If you have a good understanding of the preliminary work required in algebra and geometry, Hardy can be read directly and with pleasure. If you have a desire to understand the basis of what is presented in most first-year calculus texts, then Hardy's text is for you.

The book contains a large number of descriptive and study materials together with a number of difficult problems with regards to number theory analysis. The book is organized in the following chapters, with each chapter further divided.

•Real variables • Functions of real variables • Complex numbers • Limits of functions of a positive integral variable • Limits of functions of a continuous variable. Continuous and discontinuous functions Derivatives and integrals • Additional theorems in the differential and integral calculus • The convergence of infinite series and infinite integralsThe logarithmic, exponential and circular functions of a real variable • The general theory of the logarithmic, exponential and circular functions

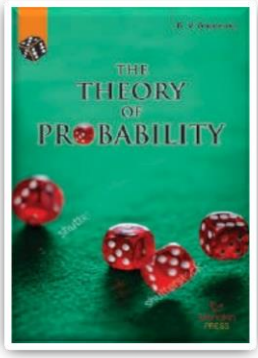
CONTENTS

1. Real Variables, **2**. Functions of real variables, **3**. Complex numbers, **4**. Limits of functions of a positive integral variable, **5**. Limits of functions of a continuous variable. Continuous and discontinuous functions, **6**. Derivatives and integrals, **7**. Additional theorems in the differential and integral calculus, **8**. The convergence of infinite series and infinite integrals, **9**. The logarithmic, exponential and circular functions of a real variable, **10**. The general theory of the logarithmic, exponential and circular functions

Mathematics | Statistics | Probability | Random Variables | Frequency | Applications

NEW

MATHEMATICS



ISBN: 9789-38622-1742
408 pg. | 2018 | PB | Rs. 795

The Theory of Probability

B.V. Gnedenko

ABOUT THE BOOK

This book aims to give an exposition of the fundamentals of the theory of probability, a mathematical science that threats of the regularities of random phenomena.

The Theory of probability originated in the middle of the seventeenth century and is associated with the names of Huygens, pascal, Fermat and James Bernoulli. The correspondence between, Pascal and Fermat dealing with problems in games of chance that did not fit into the framework of the mathematics of those days laid the foundations for such important concepts as probability and mathematical expectation. We must be clear on one point: the famous scientist that dipped into these gambling problems also foresaw the fundamentals role of the science that studies random events. They were convinced that clear-cut regularities could arise on the basis of large numbers of random events. Because of the low level of the development of natural science in that period.

However, games of chance and also problems of insurance and demography were for a long time the sole concepts and methods of the formal mathematical apparatus applied in the solution of probability: it consisted exclusively in the use of elementary arithmetic and combinatorial methods. The subsequent development of probability theory and also the broad application of its results and methods of investigation to natural science, in particular to physics, demonstrate that the classical concepts and methods still hold today.

Today, probability theory is extending its influence and practical application to many spheres, and researches throughout the world have enriched the theory with important results. In this great upsurge, the Soviet School of probability theory continues to occupy a prominent position. Like the other divisions of mathematics, the theory of probability developed out of the demands of practical affairs; in abstract form it reflects the regularities peculiar to random events of a mass-scale character. Such regularities play and exceedingly important role in physics and in other natural sciences, in military affairs, diversified fields of technology, in economics, and elsewhere. In recent times, in connection with large-scale production, the results of probability theory are not only used in locating defective items already produced but, what is more important, for organizing the very process of production (statistical quality control in production) As has already been noted, the relationship between probability theory and practical requirements has been the basic reason for the rapid development of probability theory in the past decades. Many divisions of the theory evolved in response to the problems of practical workers. It is fitting here to recall the remarkable words of the founder of the Russian school of probability theory, P.L. Chebyshev: “The link-up between theory and practice yields the most salutary results, and the practical side is not the only one that benefits; the sciences themselves advance under its influence, for it opens up to them new objects of investigation or fresh aspects of familiar objects…If the theory gains much from new applications of an old method or from its new developments, then it benefits still more from the discovery of new methods, and in this case too, science finds itself a true guide in practical affairs.

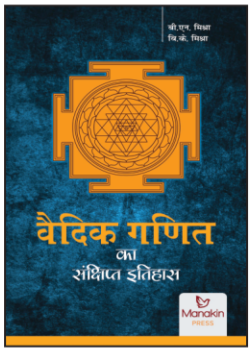
CONTENTS

1. The Concept of Probability, **2**. Sequences of Independent Trials, **3**. Markov Chains, **4**. Random Variables and Distribution, **5**. Numberical Characteristics of Random Variables, **6**. The Law of Large Number, **7**. Characteristic Funtions, **8**. The Classical Limit Theorem, **9**. The Theory of Infinitely Divisible Disctribution Laws, **10**. The Theory of Stochastic Processes, **11**. Elements of Queueing Theory, *Appendix, Bibliography*

MATHEMATICS

वैदिक गणित का सक्षिप्त इतिहास

बी.एन. मिश्रा | बिमल कुमार मिश्रा



ISBN: 9789-38622-1728
172 pg. | 2018 | PB | ₹ 395

पुस्तक के बारे में

वैदिक–गणित केवल गणित ही नहीं है, बल्कि एक सांस्कृतिक धरोहर है। इसे सजो कर रखना हम भारतीयों का पावन कर्तव्य बनता है। इस रचना का मुख्य उद्देश्य है–प्राचीन भारत की बौद्धिक–सम्पदा (खास कर, गणितीय खगोल शास्त्र की) को प्रकाश में लाना। पुस्तक में कुछ ऐसे तथ्यों को भी उजागर किया गया है जिस पर मतैव्य नहीं है। इस पुस्तक में भारतीय गणितज्ञों की बहुमूल्य देन को संक्षेप में प्रस्तुत किया गया है। वैदिक–गणित के संबंध में विद्वानों में अनेक प्रकार की भ्रान्तियाँ हैं। इसके साथ–साथ, कुछ महत्वपूर्ण प्राचीन भारत की गणितीय बौद्धिक–सम्पदा को यूरोपीय इतिहासकारों के द्वारा यूरोप उनकी देन कहा है। इस प्रकार की धारणा का उन्मूलन केवल वैदिक गणित का इतिहास ही कर सकता है।

लेखक के बारे में

बद्री नारायण मिश्रा, प्रोफेसर और प्रमुख, गणित विभाग, विनोबा भावे विश्वविद्यालय, हजारीबाग, भारत के रूप में सेवानिवृत्त हुए। उन्होंने पटना विश्वविद्यालय से गणित की स्नातक और स्नाकोत्तर शिक्षा स्वर्ण पदक सहित प्राप्त की। और तदुपरांत उन्होंने रांची विश्वविद्यालय से पीएच.डी. अर्जित की। अपने चालीस साल के शिक्षण और अनुसंधान के अनुभव के दौरान, उन्होंने लगभग 30 पीएच.डी. और एक डी.एससी का ग़ाईड किया। उन्होंने गणित की कई पुस्तकें लिखीं उनका मूल शोध क्षेत्र फ्लुइड मैकेनिक्स और वैदिक गणित का क्षेत्र था।

बिमल कुमार मिश्रा, बिरला इंस्टीट्यूट ऑफ टेक्नोलॉजी, मेसरा, रांची में गणित के प्रोफेसर हैं। उन्होंने बी.आई.टी.एस., पिलानी में लगभग सात साल तक संकाय सदस्य के रूप में काम किया हैं। वह ऑपरेशन रिसर्च और गणित दोनों में स्नाकोत्तर है और बायोमैथमैटिक्स मे अपनी पीएच.डी. अर्जित की है। उन्होंने 20 पीएच.डी. छात्रो को ग़ाईड किया है और उच्च प्रतिष्ठा पत्रिकाओं के लगभग 130 शोध पत्र प्रकाशित किए हैं। उनका मूल शोध क्षेत्र गैररेखीय विश्लेषण में है, विशेष रूप से, साइबर हमले और संक्रामक रोगों पर गणितीय मॉडल में, उनकी वैदिक गणित में बहुत रूचि है। उन्होंने वैदिक गणित पर अनेको व्याख्यानों मे अपना योगदान दिया है।

विषय–सूची

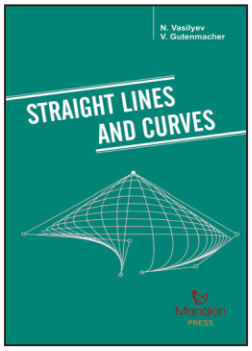
1. वैदिक–गणित, 2. वैदिक–युग में गणित, 3. संख्याओं का नाम (क) वेद में संख्याओं का नाम, (ख) श्रीमद्वाल्मीकीय रामायण में संख्याओं का नाम,(ग) बौद्ध–साहित्य में संख्याओं का नाम, (घ) जैन–साहित्य में संख्याओं का नाम, **4**. महाभारत में π का मान, **5**. ब्रह्माण्ड पुराण में π का मान, **6**. ब्रह्माण्ड की उत्पत्ति के संबंध में, **7**. वैदिक साहित्य में वर्णित गणित के कुछ विषय, **8**. शुल्व–सूत्रा, **9**. वक्षाली पाण्डु–लिपि, **10**. आर्यभट्ट–1, **11**. बराहमिहिर, **12**, भास्कर–1, **13**, ब्रह्मगुप्त, **14**. श्रीधराचार्य, **15**. जैन–गणित, **16. महावीराचार्य, 17. बटेश्वर, 18. भास्कराचार्य–2, 19. माध्वाचार्य, 20. परमेश्वर, 21. नारायण पंडित, 22. नीलकण्ठ सोमायजी, 23. चित्राभानु, 24. शंकर वालिर, 25. कुछ** साध्यों के पाश्चात्य नाम का वैदिक नामकरण, **26**. प्रमुख वैदिक गणिज्ञ, **27**. रचना–काल, **28**. वैदिक गणित से संबंधित साहित्य, **29**. प्रमुख वैदिक गणितज्ञों की रचना, **30**. इन्हों ने कहा है

Mathematics | Curves | Equations | Fucntions | Quadratic | Maxima, Minima | Problems and Solutions, Mathematical Olympiads

MATHEMATICS

Straight Lines and Curves

N.B. Vasilyev | V.L. Gutenmacher



ISBN: 9789-38622-1926
206 pg. | 2018 | PB | ₹ 595

ABOUT THE BOOK

It deals with paths traced out by moving points, sets of points satisfying given geometrical conditions, and problems on finding maxima and minima. The book contains more than 200 problems which lead the reader towards some important areas of modern mathematics, and will interest a wide range of readers whether they be high school or university students, teachers, or simply lovers of mathematics.

ABOUT THE AUTHORS

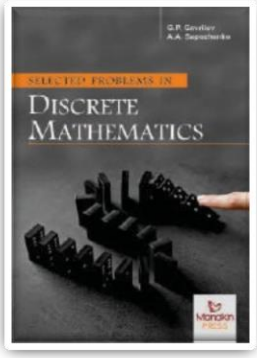
N. B. Vasilyev and **V. L. Gutenmacher** are professors of mathematics at Moscow University. N. B. Vasilyev works in the field of the application of mathematical methods to biology, while V. I. Gutenmacher works in the field of mathematical methods used in the analysis of economic models. In addition to their scientific work, they have both written many articles and books for high school and university students, and have worked with the Correspondence Mathematics School, which draws its pupils from all over the Soviet Union. They have worked on the committee organizing the "mathematical olympiad" problem competitions, which have greatly stimulated interest in mathematics among young people in the Soviet Union. They regularly contribute to the magazine "Kvant" ("Quantum"), a remarkable educational magazine devoted to mathematics and physics. This book contains a wealth of material usually found in geometry courses, and takes a new look at some of the usual theorems.

CONTENTS

1. Definition of Plasma, **2**. Motion of Elections and Ions in Plasma in the Absence of External Fields, **3**. Plasma Behaviour in Electric Field , **4**. Plasma Behaviour in Magnetic Field, **5**. The Effect of the Magnetic Field on Characteristics of the Plasma, **6**. Results Derived from Magnetohydrodynamic Equations, **7** , Development of Experimental Target, **8**. Conditions for Existence of a Plasma Ring, **9**. The Theory of Stability, **10**. Plasma Behaviour in Traps with Magnetic Mirrors, **11**. Stability of Plasma Configurations, **12**. Shear Stabilization, **13**. Other Plasma Instabilities, *Bibliography*

NEW

MATHEMATICS



ISBN: 9789-38667-7051
416 pg. | 2018 | PB | Rs. 795

Selected Problems in Discrete Mathematics

G. P. Gavrilov | A.A. Sapozhenko

ABOUT THE BOOK

This collection of problems is intended as an accompaniment to a course on discrete mathematics at the universities. Senior students and graduates specializing in mathematical cybernetics may also find the book useful. Lecturers can use the material for exercise during seminars.

The material in this book is based on a course of lectures on discrete mathematics delivered by the authors over a number of years at the Faculty of Mechanics and Mathematics, and later at the Faculty of Computational mathematics and Cybernetics at Moscow State University.

The reader can use Introduction to Discrete Mathematics by S. Yablonsky as the main text when solving the problems in this collection.

The book consists of eight chapters.

Hints and answers are provided for most (but not all) problems. Solutions are given in a concise form in the form of notes, and trivial conclusions are omitted. In some cases, only the outlines of solutions are presented.

The exercise in the book have various origins. Most of the material is traditional and specialists on discrete mathematics are all too familiar with such problems. However, it is practically impossible to trace the origin of the problems of this kind.

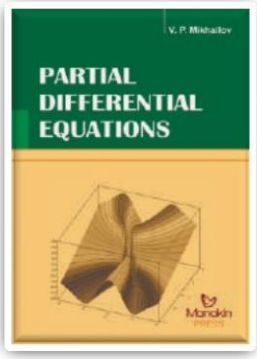
CONTENTS

1. Boolean Functions: Methods of Defining and Basic Properties, **2**. Closed Classes and Completeness, **3**. K-Valved Logics, **4**. Graphs and Networks, **5**. Fundamentals of Coding Theory, **6**. Finite Automatons, **7**. Fundamentals of the Algorithm Theory, **8**. Elements of Combinatorial Analysis

Mathematics | Partial Differential Equations, Elliptic Equations | Hyperbolic Equations | Parabolic Equations | Function Spaces
Generalized Derivatives | Lebesgue Integral | Function Spaces | Linear Spaces | Kovalevskaya's Theorem | Cauchy Problem

NEW

MATHEMATICS



ISBN: 9789-38667-7013
408 pg. | 2018 | PB | Rs. 695

Partial Differential Equations

V.P. Mikhailov

ABOUT THE BOOK

This book is intended for the students having basic knowledge of mathematical analysis, algebra and the theory of ordinary differential equations. The method used in this book for investigating the boundary value problems and, partly, the Cauchy problem is based on the notion of generalized solution which enables us to examine equations with variable coefficients with the same ease as the simplest equations: Poisson's equation, wave equation and heat equation. Apart from discussing the questions of existence and uniqueness of solutions of the basic boundary value problems, considerable space has been devoted to the approximate methods of solving these equations: Ritz's method in the case of elliptic equations and Galerkin's method for hyperbolic and parabolic equations.

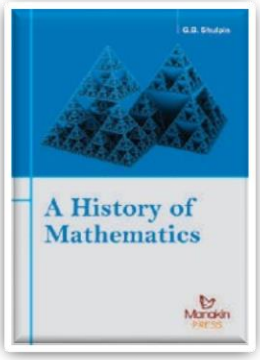
CONTENTS

1. Introduction Classification of Equations Formulation of Some Problems, **2**. The Lebesgue Integral and Some Questions of Functional Analysis, **3**. Function Spaces, **4**. Elliptic Equations, **5**. Hyperbolic Equations, **6**. Parabolic Equations

MATHEMATICS

A History of Mathematics

Florian Cajori



ISBN: 9789-38667-7174
556 pg. | 2018 | PB | Rs. 795

ABOUT THE BOOK

In one concise volume this unique book presents an interesting and reliable account of mathematics history for those who cannot devote themselves to an intensive study. The book is a must for personal and departmental libraries alike. Cajori has mastered the art of incorporating an enormous amount of specific detail into a smooth flowing narrative. The Index- for example- contains not just the 300 to 400 names one would expect to find, but over 1,600. And, for example, one will not only find John Pell, but will learn who he was and some specifics of what he did (and that the Pell equation was named erroneously after him). In addition, one will come across Anna J. Pell and learn of her work on biorthogonal systems; one will find not only H. Lebesgue but the not unimportant (even if not major) V.A. Lebesgue. Of the Bernoullis one will find not three or four but all eight. One will find R. Sturm as well as C. Sturm; M. Ricci as well as G. Ricci; V. Riccati as well as J.F. Riccati; Wolfgang Bolyai as well as J. Bolyai; the mathematician Martin Ohm as well as the physicist G.S. Ohm; M. Riesz as well as F. Riesz; H.G. Grassmann as well as H. Grassmann; H.P. Babbage who continued the work of his father C. Babbage; R. Fuchs as well as the more famous L. Fuchs; A. Quetelet as well as L.A.J. Quetelet; P.M. Hahn and Hans Hahn; E. Blaschke and W. Blaschke; J. Picard as well as the more famous C.E. Picard; B. Pascal (of course) and also Ernesto Pascal and Etienne Pascal; and, the historically important V.J. Bouniakovski and W.A. Steklov, seldom mentioned at the time outside the Soviet literature.

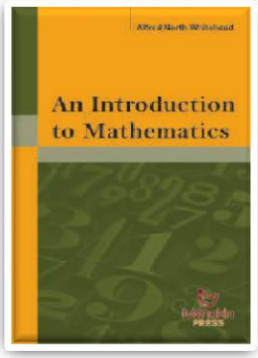
CONTENTS

Introduction, Antiquity, Middle Ages, Modern Europe

MATHEMATICS

An Introduction to Mathematics

Alfred North Whitehead



ISBN: 9789-38667-7150
228 pg. | 2018 | PB | Rs. 495

ABOUT THE BOOK

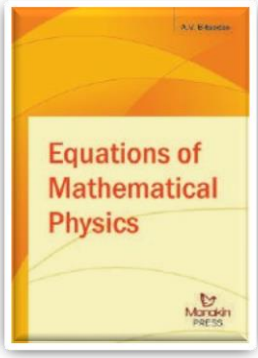
The study of mathematics is apt to commence in disappointment. The important applications of the science, the theoretical interest of its ideas, and the logical rigour of its methods, all generate the expectation of a speedy introduction to processes of interest. We are told that by its aid the stars are weighed and the billions of molecules in a drop of water are counted. Yet, like the ghost of Hamlet's father, this great science eludes the efforts of our mental weapons to grasp it- 'Tis here', 'tis there', 'tis gone' and what we do see does not suggest the same excuse for illusiveness as sufficed for the ghost, that it is too noble for our gross methods. “A show of violence”, if ever excusable, may surely be “offered” to the trivial results which occupy the pages of some elementary mathematical treatises.

CONTENTS

1. The Abstract Nature of Mathematics, **2**. Variables, **3**. Methods of Application, **4**. Dynamics, **5**. The Symbolism of Mathematics, **6**. Generalizations of Number, **7**. Imaginary Numbers, **8**. Imaginary Numbers (continued), **9**. Coordinate Geometry, **10**. Conic Sections, **11**. Functions, **12**. Periodicity In Nature, **13**. Trigonometry, **14**. Series, **15**. The Differential Calculus, **16**. Geometry

Mathematical Physics | Physics | Equations | Differential Equations | Elliptical | Parabolic | Hyperbolic | Cauchy Riemann Conditions Analysis | Functions | Special Functions | Integral Equations | Green's Functions

MATHEMATICS



ISBN: 9789-38667-7020
319 pg. | 2018 | PB | Rs. 695

Equations of Mathematical Physics

A.V. Bitsadze

ABOUT THE BOOK

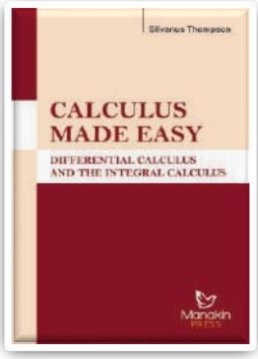
The book consists of an introduction and six chapters. The introduction discusses basic notions and definitions of the traditional course of mathematical physics and also mathematical models of some phenomena in physics and engineering. Chapters 1 and 2 are devoted to elliptic partial differential equations. In Chapters 3 and 4 the structural properties of the solutions of hyperbolic and parabolic partial differential equations. In Chapter 5 some elements of the theory of linear integral equations. Chapter 6 is devoted to basic practical methods for the solution of partial differential equations.

CONTENTS

1. Elliptic Partial Differential Equations, **2**. Cauchy- Riemann System of Partial Differential Equations. Elements of the Theory of Analytic Functions, **3**. Hyperbolic Partial Differential Equations, **4**. Parabolic Partial Differentials Equations, **5**. Integral Equations, **6**. Basic Practical Methods for the Solution of Partial Differential Equations

Mathematics | Calculus | In nitesimal Calculus

MATHEMATICS



ISBN: 9789-38667-7037
292 pg. | 2018 | PB | Rs. 595

Calculus Made Easy

Differential Calculus and the Integral Calculus

Silvanus Thompson

ABOUT THE BOOK

The success of this work has led the author to add a considerable number of worked examples and exercises. Advantage has also been taken to enlarge certain parts where experience showed that further explanations would be useful. The author acknowledges with gratitude many valuable suggestions and letters received, students, and critics.

CONTENTS

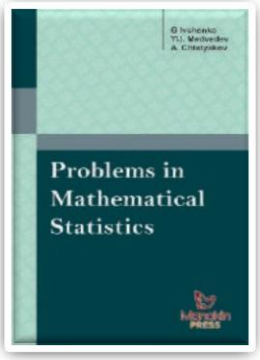
1. To deliver you from the Preliminary Terrors, **2.** On Different Degrees of Smallness, **3**. On Relative Growings, **4**. Simplest Cases, **5**. Next Stage. What to do with Constants, **6**. Sums, Differences, Products and Quotients, **7**. Successive Differentiation, **8**. When Time Varies, **9**. Introducing a Useful Dodge, **10**. Geometrical Meaning of Differentiation, **11**. Maxima and Minima, **12**. Curvature of Curves, **13**. Other Useful Dodges, **14**. On true Compound Interest and the Law of Organic Growth, **15**. How to deal with Sines and Cosines, **16**. Partial Differentiation, **17**. Integration, **18**. Integrating as the Reverse of Differentiating, **19**. On Finding Areas by Integrating, **20**. Dodges, Pitfalls, and Triumphs, **21**. Finding some Solutions,

Mathematics | Statistics | Algorithms | Parameters | Simulations

MATHEMATICS NEW

Problems in Mathematical Statistics

G. Ivchenko | Y.U. Medvedev | A. Chistyakov



ABOUT THE BOOK

The book covers all the traditional topics in modern statistical theory and is designed for students at technical colleges and universities who have mathematical statistics as an obligatory course. Problems on computer simulation of random variables in order to obtain the data for statistical interpretation have been included. Any "theoretical" problem which contains a statistical algorithm for data analysis can be used (with the appropriate (practically infinite) choice of the model parameters) to formulate a "practical" problem. At the first stage the original data should be simulated using either published tables of random numbers or special computer programs. Then, by Interpreting these "experimental" results according to the algorithm in question, the student can compare the theoretical hypothesis with the original parameters which are known as they were used when the sample was simulated.

ISBN: 9789-38622-1841
282 pg. | 2018 | PB | Rs. 595

CONTENTS

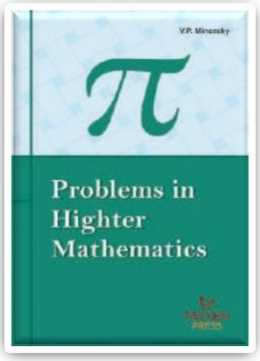
1. Principles of Statistical Description Sampling Characteristics and Their Distributions, **2**. Estimation of Distribution Parameters, **3**. Tests of Statistical Hypotheses, **4**. Linear Regression and the Least Squares Method, **5**. Decision Functions, **6**. Statistics of Stationary Sequences

Mathematics | Problems and Solutions | Algebra | Calculus | Geometry | Series | Differential Equations | Line Integrals Double Integrals | Quadratic Equations | Solid Geometry | Plane Geometry | Ellipse

MATHEMATICS NEW

Problems in Higher Mathematics

V.P. Minorsky



ABOUT THE BOOK

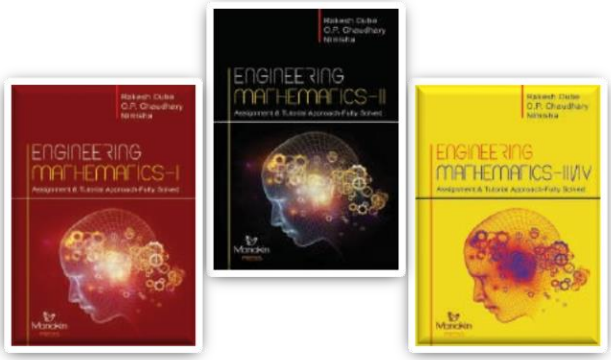
A collection of 2570 problems in analytic geometry and mathematical analysis for university engineering students. As each section opens with the formulas, definitions and other theory needed for solution of the problems that follow, and answers and indications on how to go about the solution are provided for many of the problems, the book can be used either under the supervision of an instructor or for independent study by correspondence and extramural students. Each section closes with questions for revision, this material constituting one third of the volume of the book.

ISBN: 9789-38622-1964
408 pg. | 2018 | PB | Rs. 695

CONTENTS

1. Plane Analytic Geometry, **2**. Vector Algebra, **3**. Solid Analytic Geometry, **4**. Higher Algebra, **5**. Introduction to Mathematical Analysis, **6**. The Derivative and the Differential, **7**. Application of the Derivative, **8**. The Indefinite Integral, **9**. The Definite Integral, **10**. Curvature of Plane and Space Curves, **11**. Partial Derivatives, Total Differentials, and Their Applications, **12**. Differential Equations, **13**. Double, Triple, and Line Integrals, **14**. Series.

MATHEMATICS



BESTSELLING TOOLKIT

ENGINEERING MATHEMATICS- I, II, III, IV

Assignment & Tutorial Approach-Fully Solved

ABOUT THE BOOK

This book is the outcome of author's rich experience of teaching undergraduate and postgraduate students. It is unique in its style and pattern as each chapter has a basic theory followed by a good number of questions with their solutions. It is felt that such book is an intrinsic requirement of every faculty (teaching this course) and every student (studying this course).

ABOUT THE AUTHORS

All the authors have around TWO decades of teaching experience and they are known for their unique style of teaching.

Dr Rakesh Dube is working as Professor – Mathematics, ITS Engineering College, Greater Noida. He has served most of the best Colleges of UP Technical University like Dr KNMIET, AKGEC, KIET, IMSEC, RDEC, RKGIT and Gulf Countries.

Dr O P Chaudhary is working as Professor – Mathematics, ITS Engineering College, Greater Noida. He has served most of the best Colleges of UP Technical University like BBDIT, RKGIT, VIET, IMSEC & SIET.

Dr Nimisha is working as Associate Professor – Mathematics, ABES Institute of Technology, Ghaziabad. She has served most of the best Colleges of UP Technical University like AKGEC, IMSEC, SIET & SGIT. associated with renowned Institutions like CIPET, Lucknow & Ahmedabad, India and IIT Kanpur, India in bilateral project with Norwegian Institute for Air Research, (NILU) Kjeller, Norway, under Norwegian Government etc.

ENGINEERING MATHEMATICS- I

Salient Features:

- Each topic is covered with theory and numerical.
- 30 Assignments & 861 solved questions are integral & most important part of this book.
- The book is result of decades of classroom experience.
- Students do not require text book & University papers separately, as it serves both.
- All possible challenging University questions are presented along with their logical solutions.

2016, Paperback, 694 Pages, ISBN: 9789-3843-70268, Rs.: **895.00**

CONTENTS

Unit-1: Differential Calculus-I: Successive Differentiation and Leibnitz's Theorem,Partial Differentiation, Curve Tracing

Unit-2: Differential Calculus-II: Expansion of Functions, Jacobian, Errors and Approximations, Maxima and Minima, Lagrange's Multipliers **Unit-3: Linear Algebra:** Matrices, Vector Space

Unit-4: Multiple Integrals: Multiple Integrals, Gamma and Beta Functions, Applications of Multiple Integrals

Unit-5: Vector Calculus: Differential Operators: Gradient, Divergence and Curl, Line, Surface and Volume Integrals, Green's Stokes' and Gauss' Divergence Theorems

ENGINEERING MATHEMATICS- II

Salient Features:

- Each topic is covered with theory and numerical.
- 33 Assignments & 573 solved questions are integral & most important part of this book.
- The book is result of decades of classroom experience.
- Students do not require text book & University papers separately, as it serves.
- All possible challenging University questions are presented along with their logical solutions.

2015, Paperback, 502 Pages,
ISBN: 9789-3843-70299, Rs.: **895.00**

CONTENTS

Unit-1: Differential Equation: Linear Differential Equation with Constant Coefficients, Simultaneous Linear Differential Equations; Solution of Second Order Differential Equations by Changing Dependent & Independent Variables, Normal Form, Method of Variation of Parameters, Application of Differential Equation

Unit-2: Series Solution & Special Functions: Series Solution of Second Order Ordinary Differential Equations with Variable Coefficient, Frobenius Method, Bessel's & Legendre's Differential Equations and Their Series solutions, Properties of Bessel's & Legendre's polynomials.

Unit-3: Laplace Transform: Laplace Transform, Existence Theorem, Laplace Transform of Derivatives & Integrals, Initial & Final Value Theorems, Unit Step Functions, Dirac-delta Function, Laplace Transform of Periodic Function, Inverse Laplace Transform, Convolution Theorem, Application to Solve Simple Linear & Simultaneous Differential Equations.

Unit-4: Fourier Series & Partial Differential Equations: Periodic Functions, Fourier Series of Period 2P, Euler's Formulae, Functions having Arbitrary Periods, Change of Interval, Even & Odd Functions, Half Range Sine & Cosine Series, Harmonic Analysis. Solution of First Order Partial Differential Equations by Lagrange's: Method, Solution of Second Order Linear Partial Differential Equations with Constant Coefficients.

Unit-5: Application of Partial Differential Equations: Classification of Second Order Partial Differential Equations, Method of Separation of Variables for Solving Partial Differential Equations, Solution of One & Two Dimensional Wave & Heat Conduction Equations, Laplace Equation in Two Dimension, Equation of Transmission Lines.

ENGINEERING MATHEMATICS-III/IV

Salient Features:

- Each topic is covered with theory and numerical.
- 12 Assignments & 325 solved questions are integral & most important part of this book.
- The book is result of decades of classroom experience.
- Students do not require text book & University papers separately, as it serves both.
- All possible challenging University questions are presented along with their logical solutions

2015, Paperback, 344 Pages, ISBN: 9789-3843-70350, Rs.: **795.00**

CONTENTS

Unit-1: Complex Variables

Unit-2: Fourier Transform and Z-Transform

Unit-3: Statistical Techniques

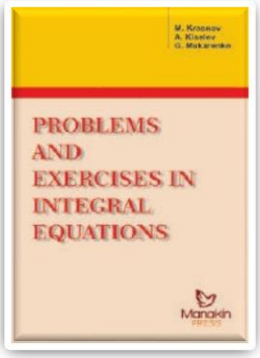
Unit-4: Numerical Techniques-I

Unit-5: Numerical Techniques-II

MATHEMATICS

Problems and Exercises in Integral Equations

M. Krasnov | A. Kiselev | G. Makarenko



ISBN: 9789-38667-7044
224 pg. | 2018 | PB | Rs. 495

ABOUT THE BOOK

As the name suggests the book is about integral equations and methods of solving them under different conditions. The book has three chapters. Chapter 1 covers Volterra Integral Equations in details. Chapter 2 covers Fredholm integral equations. Finally in Chapter 3, Approximate Methods for solving integral equations are discussed. There are plenty of solved examples in the text to illustrate the methods, along with problems to solve. This will be a useful resource book for those studying integral equations.

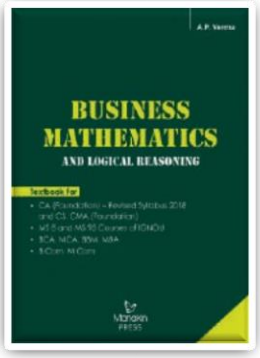
CONTENTS

1. Volterra Integral Equations, **2**. Fredholm Integral Equations, **3**. Approximate Methods

MATHEMATICS

Business Mathematics
and Logical Reasoning

A.P. Verma



ISBN: 9789-38667-7716
576 pg. | 2018 | PB | Rs. 1295

ABOUT THE BOOK

BUSINESS MATHEMATICS AND LOGICAL REASONING for CA (Foundation – Revised Syllabus 2018, CS, CMA (Foundation), MS8 and MS95 courses of IGNOU, BCA, MCA, BBM, MBA and B.Com and M.Com courses spread over in nineteen chapters (plus five chapters of Logical Reasoning) – encompasses tailor-made topics for the above courses. The step-by-step analysis of mathematical problems with basic concepts-enables the students grasp the theory and practicals of mathematical principles even without the aid of a teacher to pass examinations successfully with flying colours.

In this self-teaching treatise, at some places, the author has gone to the extent of being redundant in order to be clear of the treatment to the solution. The student would do exceedingly good if one chooses to follow two worked-out examples from the book and then tries to solve the third all by one's own effort. Latest examination questions with answers of the above professional courses along with multiple choice questions cover the whole gamut of syllabus. Interwoven beautifully into a coherent body of theory, description and analysis, the edition is a treasure house of knowledge and information which a reader would like to treasure in one's treasure-chest even after completing the studies.

Our confidence level of the performance of the book is not 95%, not even 99%. It is a full 100% because we believe in the dictum that even if you score 99 out of 100 marks in maths, you still fail by 1%. Our volume speaks volumes of our achievement. Read it to believe it (or catch our bluff).

ABOUT THE AUTHOR

A.P. Verma topped in his post-graduation in Mech. Engg. from Indian Institute of Technology, BHU he also did his graduation from the same institution. Having blend of mathematical mind and teaching the courses of maths and stats to the students of CA, CS and CMA and coupled with the experience of industry and business, his treatment of solution to the problems reflects the effect of both the worlds.

For the last thirty five years, the author has been an academic counsellor of management studies of IGNOU (MS 5, MS 8, MS 51 and MS 95). He has been the examiner of ICWA (now CMA) for a period of more than a decade. The author has also written about a dozen of books being taught in different universities and professional courses and more than 120 of his articles have been published in national newspapers and journals.

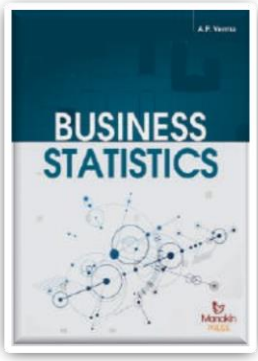
He has also been awarded Best Teacher Award by Padma Shri Dr. C.P. Thakur a leading physician and veteran leader of our country in a function organized by Sukrishna Commerce Academy, Patna in Sept 2017.

CONTENTS

PART-A BUSINESS MATHEMATICS

1. Ratio and Proportion, **2**. Indices and Surds, **3**. Logarithms, **4**. Theory of Equations, **5**. Mathematics of Finance (Time Value of Money), **6**. Elements of Set Theory, Relations and Functions, **7**. Determinant, **8**. Linear, Quadratic, Exponential and Logarithmic Functions, Concept of Breakeven Point, **9**. Progression, **10**. Permutations and Combinations, **11**. Matrices, **12**. Graph of Linear Inequalities, **13**. Functions, Limits and Continuity, **14**. Differentiation, **15**. Application of Differential Coefficients, **16**. Maxima and Minima, **17**. Integration : Rules of Integration, **18**. Definite Integrals, **19**. Application of Integral Calculus **, PART-B LOGICAL REASONING, 1**. Number Series, Coding Decoding and Odd Man Out Series, **2**. Direction Sense Test, **3**. Seating Arrangement, **4**. Blood Relations, **5**. Syllogism

MATHMETICS



ISBN: 9789-38667-7952
475 pg. | 2019 | PB | Rs. 1295

Business Statistics

A.P. Verma

ABOUT THE BOOK

Business Statistics for CA (Foundation-Revised syllabus 2018) CS, CMA (Foundation), MS8 and MS95 courses of IGNOU, BCA, MCA, BBM, MBA and B.Com and M.Com courses spread over in sixteen chapters - incompasses tailor-made topics for the above courses. The step-by-step analysis of mathematical problems with basic concepts - enables the students grasp the theory and practicals of statistical principles even without the aid of a teacher to pass examinations successfully with flying colours.

In this self-teaching treatise at some places, the author has gone to the extent of being redundant in order to be clear of the treatment to the situation of the problem. It is said that the science of statistics is the most useful servant but only of great value to those who understand its proper use. Latest examination questions with answers of the above professional courses along with multiple choice questions cover the whole gamut of syllabus. Interwoven beautifully into a coherent body of theory, description, and analysis, the edition is a treasure-house of knowledge and information which a reader would like to treasure in one's treasure-chest even after completing studies.

Our confidence level of the performance of the book is not 95% not even 99%, it is a full 100%. Our volume speaks volumes of our achievement. Read it to believe it (or catch our bluff).

ABOUT THE AUTHOR

A.P. Verma topped in his post-graduation in Mech. Engg. from Indian Institute of Technology, BHU he also did his graduation from the same institution. Having blend of mathematical mind and teaching the courses of maths and stats to the students of CA, CS and CMA and coupled with the experience of industry and business, his treatment of solution to the problems reflects the effect of both the worlds.

For the last thirty five years, the author has been an academic counsellor of management studies of IGNOU (MS 5, MS 8, MS 51 and MS 95). He has been the examiner of ICWA (now CMA) for a period of more than a decade. The author has also written about a dozen of books being taught in different universities and professional courses and more than 120 of his articles have been published in national newspapers and journals.

He has also been awarded Best Teacher Award by Padma Shri Dr. C.P. Thakur a leading physician and veteran leader of our country in a function organized by Sukrishna Commerce Academy, Patna in Sept 2017.

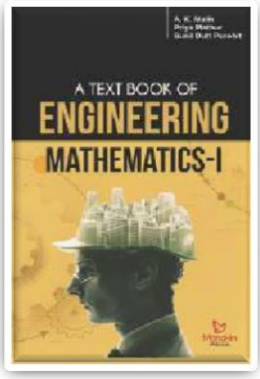
CONTENTS

1. Quantitative Techniques Meaning, Scope & Limitations of Statistics Collection & Presentation of Statistical Data, **2**. Measure of Central Tendency, **3**. Measures of Dispersion, Skewness and Kurtosis, **4**. Correlation Analysis, **5**. Regression Analysis, **6**. Probability and Expected Value, **7**. Binomial Distribution, **8**. Poisson Distribution, **9**. Normal Distribution, **10**. Theory of Sampling and Test of Hypothesis, **11**. Chi-Square Test, **12**. Fisher's Z- Transformation, F-Test and Analysis of Variance, **13**. Time Series Analysis and Forecasting, **14**. Index Numbers, **15**. Linear Programming, **16**. Non- Parametric Tests

MATHMETICS

A Text Book of Engineering Mathematics-I

A. K. Malik | Priya Mathur | Sunil Dutt Purohit



ISBN: 9789-38929-6402
408 pg. | 2020 | PB | Rs. 695

ABOUT THE BOOK

A text book on Engineering Mathematics-I is a core subject for science, engineering, and allied disciplines in almost all the universities, throughout the world. Although there are numerous books on this topic, this book deals with the subject in a new and fresh manner. The approach of this book is student friendly as it is easy for the students to understand the fundamentals. It provides a variety of problems which encourages the reader to think through each formulation. The book starts with basic topics, such as Beta & Gamma functions, Surfaces and Volumes of Solids of Revolution, Sequence, Infinite Series, Fourier Series, Limit, Continuity and Partial derivatives, Maxima and Minima, Method of Lagrange multipliers; Gradient, curl and divergence, Double integrals, Change of order of integration, Triple and Vector integral, Green, Gauss and Stokes theorem.

KEY FEATURES

- Written in a simple language with concepts introduced in a sequential manner.
- Numerous fully worked out examples within chapters aimed at providing a better understanding of the topics discussed.
- Recapitulations, Multiple-choice, true-false questions, fill in the blanks and numerical exercises.
- Problems with answer at the end of every chapter helps the reader to evaluate their learning from the chapter.

ABOUT THE AUTHOR

Dr. A. K. Malik is an Associate Professor of Mathematics at B. K. Birla Institute of Engineering & Technology, Pilani (Rajasthan). He obtained his MSc degree from GKV Haridwar and PhD degree from CCS University, Meerut, India. He has more than 14 years of teaching experiences and published 50 research papers in reputed journals and authored 19 books like Operations Research (Oxford University Press), etc. Recently he has been honoured a Srinivasa Ramanujan Award for Mathematics Popularization on December 22, 2018 on National Mathematics Day from VIPNET-Vigyan Prasar (under DST Govt. of India) Network DASA & SWA of Tripura.

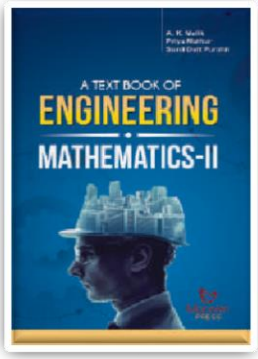
Dr. Priya Mathur is an Associate Professor & Head Department of Mathematics at PIET, Jaipur. She received her PhD degree in Fluid Mechanics by University of Rajasthan, Jaipur. She has 19 years of teaching as well administrative experiences in various engineering colleges. She also has to her credit two books on Engineering Mathematics. She has presented and published a number of research papers in reputed journals. The colleges where she has worked regularly awarded for getting the best results in University examinations.

Dr. Sunil Dutt Purohit is an Associate Professor of Mathematics in the Department of HEAS (Mathematics), Rajasthan Technology University, Kota, Rajasthan, India and has 14 years of teaching and research experiences. His research interests include special functions, fractional calculus, integral transforms, basic hypergeometric series, geometric function theory, integral inequalities, and mathematical physics. He has published more than 123 research papers in international journals of high repute.

CONTENTS

1. Beta and Gamma functions **2.** Surfaces and Volumes of Solids of Revolution **3.** Sequences **4.** Infinite Series **5.** Fourier Series **6.** Limit and Continuity of functions of two variables **7.** Maxima and Minima **8.** Multiple Integral and its Applications **9.** Introduction to Vector Calculus **10.** Applications of Vector Calculus

MATHMETICS



ISBN: 9789-38834-2193
408 pg. | 2020 | PB | Rs. 695

A Text Book of Engineering Mathematics-II

A. K. Malik | Priya Mathur | Sunil Dutt Purohit

ABOUT THE BOOK

A text book on Engineering Mathematics-I is a core subject for science, engineering, and allied disciplines in almost all the universities, throughout the world. Although there are numerous books on this topic, this book deals with the subject in a new and fresh manner. The approach of this book is student friendly as it is easy for the students to understand the fundamentals. It provides a variety of problems which encourages the reader to think through each formulation. The book starts with basic topics, such as Beta & Gamma functions, Surfaces and Volumes of Solids of Revolution, Sequence, Infinite Series, Fourier Series, Limit, Continuity and Partial derivatives, Maxima and Minima, Method of Lagrange multipliers; Gradient, curl and divergence, Double integrals, Change of order of integration, Triple and Vector integral, Green, Gauss and Stokes theorem.

KEY FEATURES

- Written in a simple language with concepts introduced in a sequential manner.
- Numerous fully worked out examples within chapters aimed at providing a better understanding of the topics discussed.
- Recapitulations, Multiple-choice, true-false questions, fill in the blanks and numerical exercises.
- Problems with answer at the end of every chapter helps the reader to evaluate their learning from the chapter.

ABOUT THE AUTHOR

Dr. A. K. Malik is an Associate Professor of Mathematics at B. K. Birla Institute of Engineering & Technology, Pilani (Rajasthan). He obtained his MSc degree from GKV Haridwar and PhD degree from CCS University, Meerut, India. He has more than 14 years of teaching experiences and published 50 research papers in reputed journals and authored 19 books like Operations Research (Oxford University Press), etc. Recently he has been honoured a Srinivasa Ramanujan Award for Mathematics Popularization on December 22, 2018 on National Mathematics Day from VIPNET-Vigyan Prasar (under DST Govt. of India) Network DASA & SWA of Tripura.

Dr. Priya Mathur is an Associate Professor & Head Department of Mathematics at PIET, Jaipur. She received her PhD degree in Fluid Mechanics by University of Rajasthan, Jaipur. She has 19 years of teaching as well administrative experiences in various engineering colleges. She also has to her credit two books on Engineering Mathematics. She has presented and published a number of research papers in reputed journals. The colleges where she has worked regularly awarded for getting the best results in University examinations.

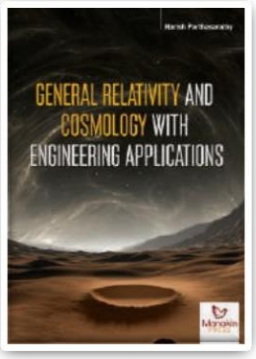
Dr. Sunil Dutt Purohit is an Associate Professor of Mathematics in the Department of HEAS (Mathematics), Rajasthan Technology University, Kota, Rajasthan, India and has 14 years of teaching and research experiences. His research interests include special functions, fractional calculus, integral transforms, basic hypergeometric series, geometric function theory, integral inequalities, and mathematical physics. He has published more than 123 research papers in international journals of high repute.

1. Introduction to Matrices **2.** Rank of a Matrix **3.** System of Linear Equations **4.** Eigen Values and Eigen Vectors **5.** Differential Equation of First Order and First Degree **6.** Differential Equation of First Order but not First Degree **7.** Linear Differential Equations with Constant Coefficients **8.** Ordinary Differential Equations of Higher Orders **9.** Series Solutions **10.** Partial Differential Equations of First Order **11.** Partial Differential Equations of Higher Order

General Relativity and Cosmology with Engineering Applications

MATHMETICS

NEW



ISBN: 9789-38667-7556
659 pg. | 2018 | PB | Rs. 2895

Harish Parthasarathy

ABOUT THE BOOK

This is a textbook and a reference book for researchers working in the eld of general relativity, quantum mechanics and quantum gravity. A major part of the book deals with the formulation of special relativistic mechanics, special relativistic uid dynamics and its generalization to general relativity where the gravitational eld is described by a metric tensor. Emphasis is laid on the fact that the general theory of relativity is of tensorial character under all dieomorphisms of space-time and hence its eld equations, namely the Einstein eld equations for gravitation, the Maxwell equations in a curved space-time geometry and the uid dynamical equations in curved space time are all valid for all observers in the universe. Perturbation theoretic techniques for solving the hydrodynamical equations in curved space-time are discussed. Plasma physics in general relativity is discussed and further, the interaction of the gravitational eld with a photon bath modeled using the Hudson-Parthasarathy quantum stochastic calculus is also discussed.

Waveguides in a gravitational field are also considered. The emphasis throughout is on the fact that matter generates a gravitational field described by a metric that has a non- vanishing curvature tensor and hence such space-times are inherently curved, ie, cannot be transformed into Minkowsian form. There is a final section on quantum mechanics and quantum field theory which introduces supersymmetry and quantum gravity to the reader. The reader after going through this book will be sufficiently well equipped to start research in quantum gravity, ie, background independent physics which is as yet an unsolved problem owing to renormalization problems.

ABOUT THE AUTHOR

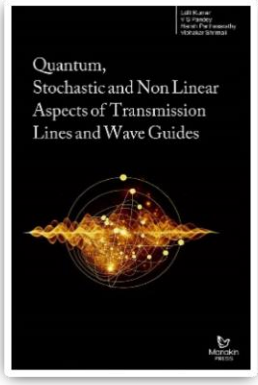
Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Phd degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variety of topics in mathematical physics, signal processing and antennatheory.

Physics

Quantum, Stochastic and Non Linear Aspects of Transmission Lines and Wave Guides

PHYSICS

NEW



ISBN: 9789-38834-2032
192 pg. | 2022 | PB | Rs. 795

Lalit Kumar | V S Pandey | Harish Parthasarathy | Vibhakar Shrimali

ABOUT THE BOOK

This book deals with certain fundamental concepts associated with transmission lines and waveguides. The first two concepts which have been addressed are concerned with non-linear effects in transmission lines arising from non-linear capacitive and inductance (hysteresis) effects in the same. We obtain approximate solutions for the line voltage and current and demonstrate non-linear frequency and phase coupling as a consequence. For the transmission line that takes hysteresis into account, using retarded potential theory, we calculate the approximate transition probability of an electron bound to an atomic nucleus located in the far-field zone between two stationary atomic states, using time dependent perturbation theory. By measuring electron population, we can determine the transition probabilities and hence can estimate the transmission line hysteresis parameters. This procedure gives us a method to estimate transmission line parameters on a nano-scale with great accuracy using atomic transition measurements. Chapter 4 of this book deals with the effects of the electromagnetic field in a rectangular waveguide, on an atom or a quantum harmonic oscillator placed inside the guide. From atomic transition probabilities, we derive algorithms for estimation of the guide's parameters. These algorithms are applicable to guides on a nano/quantum scale, as reported in the different literature on quantum dots, in a waveguide shows. In the process, we also derive formulas for the entropy pumped into the atom/oscillator by the classical/quantum e-m field generated within the guide. After discussing these three concepts in chapter 2, chapter 3 and chapter 4 respectively, in chapter 5, we link these three concepts by considering the effect of the magnetic field produced in a non-linear transmission line on atoms and suggestions on how the atomic transition probabilities can be calculated between two stationary states. We have also shown how a guide with field dependent permittivity and permeability, can be casted in a non-linear transmission line framework and hence, how its interaction with an atom, followed by the subsequent transition probability measurements, can be used to estimate the field dependent permittivity and permeability. In Chapter 6 of this book, application of Large Deviation Stochastics to engineering systems have been discussed.

ABOUT THE EDITORS

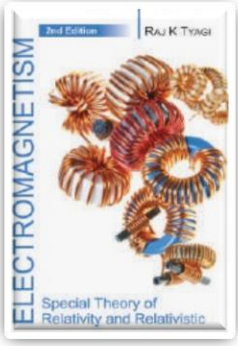
Dr. Lalit Kumar graduated in Electronics and Communication Engineering from MDU, Rohtak, Haryana, in 2003, and did his Master's degree in Signal Processing from Netaji Subhas Institute of Technology, Delhi, India. He completed his PhD from National Institute of Technology, Delhi. He has total 11 years of academics and industry experience. He is currently working as Skill Assistant Professor (Electronics/Robotics) in the Department of Industry 4.0 at Shri Vishwakarma Skill University, Palwal, Haryana.

Dr. V.S Pandey graduated in science from Purvanchal University, Jaunpur, India in 1998, and did his Master's degree in science from Department of Physics BHU, Varanasi, India. He completed his PhD from IIT, BHU, Varanasi, India. He has total 15 years of academics and research experience. He is currently working as an Assistant Professor in the Department of Applied Sciences at National Institute of Technology, Delhi.

Dr. Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Phd degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 200 papers in international journals and conferences and he has also published 25 books on variety of topics in mathematical physics, signal processing and antenna theory.

Dr. Vibhakar Shrimali graduated in Electronics and Communication Engineering from MBM Engineering College, Jodhpur, India, in 1987, and did his Master's degree in Electronics and Communication Engineering from Delhi College of Engineering, Delhi, India. He completed his PhD from IIT-R, Roorkee, India. He has total 32 years of academics and administrative experience. He is currently working as a Professor in the Department of Electronics & Communication Engineering at G.B. Pant Govt. Engineering College, Okhla Phase -3, Delhi.

PHYSICS



ISBN: 9789-38622-1162
204 pg. | 2017 | HB | Rs. 895

Special Theory of Relativity and Relativistic Electromagnetism (2nd Edition)

Raj K. Tyagi

ABOUT THE BOOK

Special Theory of Relativity and Relativistic Electromagnetism is designed to be compact and suitable for students of physics and engineering. The book has been carefully written to cater to the precise requirements of the modern students as it provides both theoretical knowledge and an understanding of the relevant practical applications.

Aimed at providing each student and teacher with a thorough understanding of the fundamental principles of the special theory of relativity, the book is presented in an enthusiastic, easy to understand, and comprehensive format. The text and explanations in the book are further supplemented by fully worked out examples and questions of previous years of NET/GATE. In addition, a chapter on Relativistic Electromagnetism and the basic idea of tensors have been added to make the book the complete repository of the subject for students.

ABOUT THE AUTHOR

Dr. Raj K. Tyagi is an Associate Professor in the Department of Physics at HNB Government Postgraduate College, in Khatima, US Nagar, Uttarakhand. He is a holder of multiple degrees including an M.Sc. (Physics) and a PhD from Meerut University, Meerut.

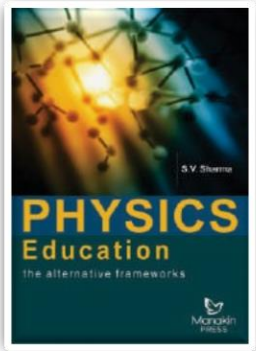
While drawing from almost two decades of teaching experience in the fields of Special Relativity, Electronics, and Quantum Mechanics, Dr Tyagi has also been a Junior Research Fellow at National Physical Laboratory, New Delhi. He is also credited with developing the electronics and optics laboratory in collaboration with Prof. AK Ghatak from IIT-Delhi. Dr Tyagi's academic focus lies in the subject of semiconductor HEMT devices, porous silicon, and optical fibres.

CONTENTS

Poetic Chemistry of a Physicist, **1.** Galilean Transformations and Michelson-Morley Experiment, **2.** Lorentz Transformations and Their Consequences, **3.** Relativistic Kinematics, **4.** Four Vector Analysis, **5.** Relativistic Electromagnetism, **6.** Elementary TensorAnalysis, *Appendices, Appendix, **A:** Vector Identities, Appendix, **B:** Electromagnetic Field Equations, Appendix, **C:** Physical Constants, Objective Type Questions, Suggested Readings, Index*

Physics | Education | Alternative Frameworks | Science Education | Force and Motion | Friction Force | Mechanics | Optics | Energy | Power and Electrical Components

PHYSICS



ISBN: 9789-38437-0022
280 pg. | 2017 | HB | Rs. 895

Physics Education

The Alternative Frameworks

S.V. Sharma

ABOUT THE BOOK

A lot of research studies have been conducted to investigate "How Students Learn Physics". Numerous studies on this subject focus on what may be called as 'preconceptions' and misconceptions'. Pre-concepts are everyday experiences, common sense theories, array of explanations, beliefs or present status of knowledge by means of which the learners' make their own sense of environment they observe and experience. These have also been referred as alternative frameworks. When learners hold views which differ from conventional scientific explanations or classifications they are often referred to as alternative frameworks. When physics is taught as formal subject without referring to learners' preconceived notions and ideas, they consider it as an imposition of authority. As a result there is a mental conflict which probably resulted in form of the sources of alternative frameworks. During the last thirty years physics educators have devoted their attention to know how do the students construct their knowledge pertaining to any physical phenomena. Keeping above in view, research studies related with understanding the concepts of force, frictional force, mechanics and optics at different Levels" were under taken. Accordingly, different groups of learners were examined by administering questionnaires followed by practical activities and personal interviews sessions. Diagnostic structured and individual interview was conducted to supplement the written test and to reveal the rationale behind giving particular answer to a question.

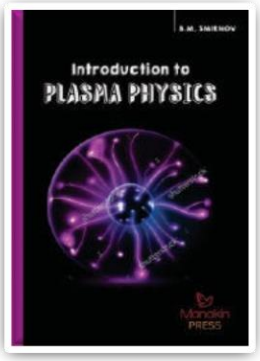
ABOUT THE AUTHOR

S.V. Sharma obtained his M.Sc. degree from Agra University, M.Phil. degree from Aligarh Muslim University and D.Phil. degree from Allahabad University. He is a life member of The Indian Association of Physics Teachers (IAPT) and The Indian Science Congress Association (ISCA). He is member of Editorial board of American Journal of Physics & Applications, Editorial board of Science Journal of Education (USA), Editorial board of online International Journal of Educational Research, Editorial board of Bulletin of Pure & Applied Sciences (Physics), Editorial board of Journal for Advanced Research in Applied Sciences, Editorial board of SS International Journal of Multidisciplinary Research and Shaikshik Manthan. He has eighteen years of Teaching and twenty eight years of Research experience. During his Teaching/Research, he worked at Aligarh Muslim University, Aligarh, Indian Institute of Technology, Kanpur, Allahabad University, Allahabad and National Physical Laboratory, New Delhi and Hindustan College of Science and Technology/AEC, Agra. He has authored two books on Engineering Physics and two books on High Temperature Oxide Superconductors. He is an Associate Professor of Physics at the Regional Institute of Education, NCERT, Ajmer (Rajasthan) India. His research interests are Experimental Condensed Matter Physics and Physics Education.

PHYSICS

Introduction to Plasma Physics

B.M. Smirnov



ISBN: 9789-38622-1759
176 pg. | 2018 | PB | Rs. 495

ABOUT THE BOOK

The book aims at providing a concise yet general description of the physics of weakly ionized plasma so that a budding engineer or chemist can obtain a general understanding of the phenomena occurring in the plasma of a laboratory setting.

The book extensively employs various evaluative techniques, which show the dependence of the result on the parameters of the problem and give its value within order of magnitude. Moreover, for some functions only their limiting values are determined or simple assumptions are made to find these functions. There methods yield a correct qualitative picture of the subject and considerably simplify the discussion. However, the simplicity of discussion is essentially thought-provoking and creates a profound understanding of the subject.

Presentation provided in this book gives engineering students the fundamentals of the plasma physics, which will be needed when working with plasma-containing systems.

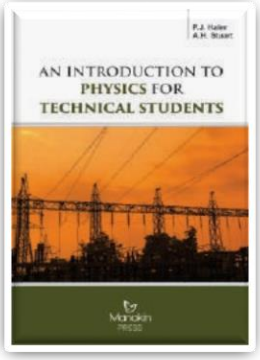
CONTENTS

1. Plasma in Nature and in Laboratory Systems, **2**. Statistics of Weekly Ionized Gas, **3**. The Ideal Plasma, **4**. Elementary Process in Plasma, **5**. Formation and Decomposition of Charged Particles in Weakly Ionized Gas, **6**. Physical Kinetics of Gas and Plasma, **7**. Transport Phenomena in Weakly Ionized Gas, **8**. Transport of Charged Particles in Weakly Ionized Gas, **9**. Plasma in External Fields, **10**. Wave in a Plasma, **11**. Radiation in Gas, Plasma of the Upper Atmosphere, *Appendices, Bibliography*

PHYSICS

An Introduction to Physics for Technical Students

P.J. Haler | A.H. Stuart



ISBN: 9789-38667-7372
248 pg. | 2018 | HB | Rs. 695

ISBN: 9789-38834-2032
248 pg. | 2018 | PB | Rs. 495

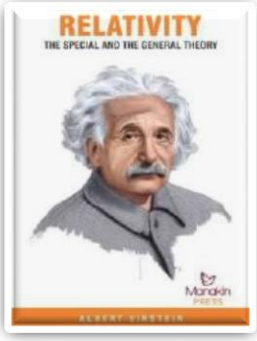
ABOUT THE BOOK

No policy could have a more sinister influence on progress or place such a final limit on the student's actual usefulness in his vocation. If any of the great discoveries or inventions which have revolutionised civilisation be examined and tracked back to its source, we invariably find a man working in some apparently quite useless field of research, with no object in view other than the acquisition of knowledge. Utility never enters his head, for the stage of the work engaging his immediate attention is such that no living man is in a position to say what is "useful" and what is not. The useless of to-day may be of paramount importance to-morrow. When Volta in 1800 made his voltaic pile and obtained a feeble current of electricity, and Oersted in 1820 discovered the action of a current on a magnet; when Davy in 1821 demonstrated the power of a current to magnetise steel, and Faraday in 1831 showed that a current in one circuit could induce a current in another circuit, no one could foretell that these discoveries would lead to the production of a dynamo which, when rotated at Chelsea, could propel an electric train at Hampstead. The contemporaries of the pioneers just mentioned may have said to them: "This is all very interesting, but what is the use of it?" If they had answered: - "In less than a century these principles will enable a man in London to speak to a man in Paris," they would have been laughed at. Again, we may note that great discoveries and inventions have seldom if ever been made by one man.

CONTENTS

Section I. The Properties of Matter, **1**. Units of Measurement, **2**. Properties of Solids, **3**. Properties of Liquids, **4**. Properties of Gases, **Section II. Periodic Motion, 5**. Simple Harmonic Motion, **Section III. Sound, 6**. Vibration and the Musical Spale, **7**. Harmonics and Resonance, **8**. Vibration of Reeds and Gas Columns, **Section IV. Light, 9**. Photometry, **10**. Reflection, **11**. Refraction, **12**. Images, **Section V. Heat, 13**. Thermometry, **14**. Expansion of Matter by Heat, **15**. Specific Heat, **16**. Latent Heat, **17**. Conduction, Convection, and Radiation, **18**. The Conservation of Energy

PHYSICS



ISBN: 9789-38622-1339
178 pg. | 2018 | HB | Rs. 595

Relativity

The Special and The General Theory

Albert Einstein

ABOUT THE BOOK

World-renowned theoretical physicist Albert Einstein was highly interested in enlightening the theory of Relativity to people who were not particularly well-versed in higher mathematic concepts and theoretical physics. His answer to this was to write the ground-breaking work, "Relativity: The Special and General Theory." In the paper, Einstein lays out two contradictory principles: a principle of relativity and a principle of light. Einstein proposed that, rather than discarding these two principles for being conflicting, the rules of time and space should be completely revamped and rethought in order to find a way to make these two principles work in synchronization. Rather than just explaining his new proposal, though, Einstein writes exactly why these rules need to be altered by explaining the inaccuracies and inadequacies located within each of the current theories. Albert Einstein is best known for his work on the theory of Relativity, gaining him the title of "Father of Modern Physics." He also received the 1921 Nobel Prize in Physics, and his work is attributed as an inspiration for the quantum theory within the field of physics.

ABOUT THE AUTHOR

Albert Einstein (14 March 1879 – 18 April 1955) was a German-born theoretical physicist. He developed the general theory of relativity, one of the two pillars of modern physics (alongside quantum mechanics). Einstein's work is also known for its influence on the philosophy of science. Einstein is best known in popular culture for his 2 mass- energy equivalence formula *E=mc* (which has been dubbed "the world's most famous equation"). He received the 1921 Nobel Prize in Physics "for his services to Theoretical Physics, and especially for his discovery of the law of the photoelectric effect", a pivotal step in the evolution of quantum theory.

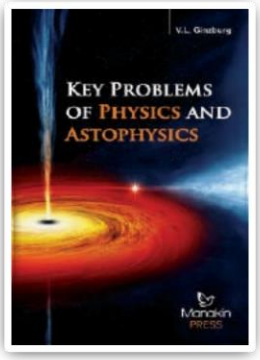
Beginning of his career, Einstein thought that Newtonian mechanics was no longer enough to reconcile the laws of classical mechanics with the laws of the electromagnetic field. This led him to develop his special theory of relativity. He realized, however, that the principle of relativity could also be extended to gravitational fields, and with his subsequent theory of gravitation in 1916, he published a paper on general relativity. He continued to deal with problems of statistical mechanics and quantum theory, which led to his explanations of particle theory and the motion of molecules. He also investigated the thermal properties of light which laid the foundation of the photon theory of light. In 1917, Einstein applied the general theory of relativity to model the large-scale structure of the universe.

CONTENTS

PART I THE SPECIAL THEORY OF RELATIVITY, **1**. Physical Meaning of Geometrical Propositions, **2**. The System of Co-ordinates, **3**. Space and Time in Classical Mechanics, **4**. The Galileian System of Co-ordinates, **5**. The Principle of Relativity (In the Restricted Sense), **6**. The Theorem of the Addition of Velocities Employed in Classical Mechanics, **7**. The Apparent Incompatibility of the Law of Propagation of Light with the Principle of Relativity, **8**. On the Idea of Time in Physics, **9**. The Relativity of Simultaneity, **10**. On the Relativity of the Conception of Distance, **11**. The Lorentz Transformation, **12**. The Behaviour of Measuring-Rods and Clocks in Motion, **13**. Theorem of the Addition of Velocities. The Experiment of Fizeau, **14**. The Heuristic Value of the Theory of Relativity, **15**. General Results of the Theory, **16**. Experience and the Special Theory of Relativity, **17**. Minkowski's Four-Dimensional Space, **PART II THE GENERAL THEORY OF RELATIVITY**, **18**. Special and General Principle of Relativity, **19**. The Gravitational Field, **20**. The Equality of Inertial and Gravitational Mass as an Argument for the General Postulate of Relativity, **21**. In What Respects Are the Foundations of Classical Mechanics and of the Special Theory of Relativity Unsatisfactory?, **22**. A Few Inferences from the General Principle of Relativity, **23**. Behaviour of Clocks and Measuring-Rods on a Rotating Body of Reference, **24**. Euclidean and Non-Euclidean Continuum, **25**. Gaussian Co-ordinates, **26**. The Space-Time Continuum of the Special Theory of Relativity Considered as a Euclidean Continuum, **27**. The Space-Time Continuum of the General Theory of Relativity Is Not a Euclidean Continuum, **28**. Exact Formulation of the General Principle of Relativity, **29**. The Solution of the Problem of Gravitation on the Basis of the General Principle of Relativity, **PART III CONSIDERATIONS ON THE UNIVERSE AS A WHOLE**, **30**. Cosmological Difficulties of Newton's Theory, **31**. The Possibility of a "Finite" and Yet "Unbounded" Universe, **32**. The Structure of Space According to the General Theory of Relativity, **APPENDIXES 1**. Simple Derivation of the Lorentz Transformation, **2**. Minkowski's Four-Dimensional Space ("World"), **3**. The Experimental Confirmation of the General Theory of Relativity Commentary by Robert Geroch • Preface • The Principle of Relativity • The Propagation of Light • Relativity and Intuition • Length • The Conversion of Energy to Mass • Space-Time • Inertial and Gravitational Mass • The Rotating Disk • Space-Time and General Relativity • Special Relativity and General Relativity, Cosmology • The Cultural Legacy of Relativity Theory by David C. Cassidy • Bibliography • Index

PHYSICS NEW

Key Problems of Physics and Astrophysics



VL Ginzburg

ISBN: 9789-38667-7136
174 pg. | 2018 | PB | Rs. 595

ABOUT THE BOOK

All came to the decision to write this book having in mind that there was so much interesting in various areas of physics and astrophysics and yet many budding physicists and students were not aware of this and could hardly find out for themselves. So I decided to do something constructive in this way, to describe briefly some urgent problems of physics and astrophysics.

The book provides a model of how non-theorists can judge what realms of theory may be illuminated by work in a new range of photon and particle energy, how new technologies may be used to good effect.

The book has three sections dealing with Macrophysics, Microphysics and Astrophysics and in the end is full of references for each of the fields.

ABOUT THE AUTHOR

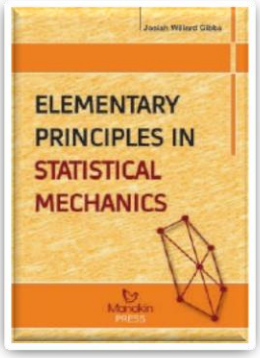
V.L. Ginzburg is a generalist whose encyclopaedic reading and depth permit coverage of a variety of such novel, specialized material. He uses order-of-magnitude (nearly dimensional) formulas, sufficient to provide quantitative estimates. He appreciates the experimenter's contribution.

CONTENTS

1. Macrophysics, **2**. Microphysics, **3**. Astrophysics

PHYSICS

Elementary Principles in Statistical Mechanics



J. Willard Gibbs

ISBN: 9789-38667-7143
273 pg. | 2018 | PB | Rs. 695

ABOUT THE BOOK

In this book, Gibbs carefully showed how the laws of thermodynamics would arise exactly from a generic classical mechanical system, if one allowed for a certain natural uncertainty about the state of that system.

The themes of thermodynamic connections to statistical mechanics had been explored in the preceding decades with Clausius, Maxwell, and Boltzmann together writing thousands of pages on this topic. One of Gibbs' aims in writing the book was to distill these results into a cohesive and simple picture (Gibbs wrote in 1892 to his colleague Lord Rayleigh, "Just now I am trying to get ready for publication something on thermodynamics from the priori point of view, or rather on 'statistical mechanics'. I do not know that I shall have anything particularly new in substance, but shall be contented if I can so choose my standpoint (as seems to me possible) as to get a simpler view of the subject."). He had been working on this topic for some time, at least as early as 1884 when he produced a paper (now lost except for its abstract) on the topic of statistical mechanics.

Gibbs' book simplified statistical mechanics into a treatise of 207 pages. At the same time, Gibbs fully generalized and expanded statistical mechanics into the form in which it is known today. Gibbs showed how statistical mechanics could be used even to extend thermodynamics beyond classical thermodynamics, to systems of any number of degrees of freedom (including microscopic systems) and non-extensive systems.

At the time of the book's writing, the prevailing understanding of nature was purely in classical terms as quantum mechanics had not yet been conceived; even basic facts taken for granted today (such as the existence of atoms) were still contested among scientists.

Gibbs was careful in assuming the least about the nature of physical systems under study, and as a result the principles of statistical mechanics laid down by Gibbs have retained their accuracy (with some changes in detail but not in theme), in spite of the major upheavals of modern physics during the early 20th & 21st Century.

CONTENTS

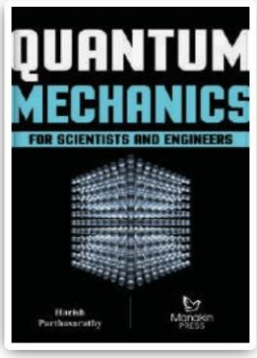
1. General Notions. The Principle of Conservation of Extension-in-phase, **2**. Application of The Principle of Conservation of Extension-in-phase To The Theory of Errors, **3**. Application of The Principle of Conservation of Extension-in-phase to The Integration of The Differential Equations of Motion, **4**. On The Distribution-inphase Called Canonical, In Which The Index of Probability is A Linear Function of The Energy, **5**. Average Values in A Canonical Ensemble of Systems, **6**. Extension-in-configuration and Extension-in-velocity, **7**. Farther Discussion of Averages in A Canonical Ensemble of Systems, **8**. On Certain Important Functions of The Energies of A System, **9**. The Function and The Canonical Distribution, **10**. On A Distribution in Phase Called Microcanonical in Which All The Systems Have The Same Energy, **11**. Maximum and Minimum Properties of Various Distributions in Phase, **12**. On The Motion of Systems and Ensembles of Systems Through Long Periods of Time, **13**. Effect of Various Processes on An Ensemble of Systems, **14**. Discussion of Thermodynamic Analogies, **15**. Systems Composed of Molecules.

Mathematical Formulation of Quantum Mechanics | Schrödinger Equation | Symmetry | Quantum States | Dirac Equation | Interpretations of Quantum Mechanics | Quantum Field Theory Computation | Super Symmetry | Quantum Gravity | Non-commutative Geometry | String Theory

BY THE SAME AUTHOR

Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Phd degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variety of topics in mathematical physics, signal processing and antenna theory.

PHYSICS



ISBN: 9789-38622-1872
225 pg. | 2018 | PB | Rs. 695

Quantum Mechanics
for Scientists and Engineers

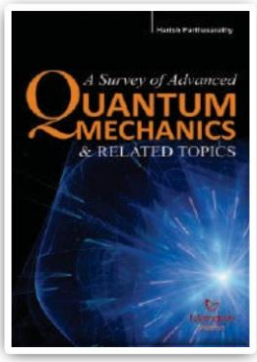
Harish Parthasarathy

ABOUT THE BOOK

This book covers the entire span of quantum mechanics whose developments have taken place during the early part of the twentieth century uptil the present day. We start with the Rutherford-Bohr model of the atom followed by Schrodinger's wave mechanics with its application to the solution of calculating the energy spectrum of a particle in a box, the harmonic oscillator and finally the hydrogen atom. Heisenberg's matrix mechanics and its duality with Schrodinger's wave mechanics, quantum mechanics in the interaction picture. Dirac's relativistic theory of the electron exhibiting the spin of the electron as a relativistic effect when it interacts with an external electromagnetic field. Feynman's path integral approach to non-relativistic quantum mechanics with is a marvellous intuitive interpretation as a sum over paths and how classical mechanics is obtained from its limit as Planck' constant tends to zero, methods for computing the spectra of the Dirac Hamiltonian in a radial potential, quantum field theory as developed by Feynman, Schwinger, Tomonaga and Dyson for describing the interaction between electrons, positrons, and photons via propagators using both the operator theoretic expansions and Feynman's path integral. We also introduce time independent and time dependent perturbation theory in quantum mechanics with applications to quantum gate design for quantum computers forming a major part of the research conducted by the author's research group, Quantum noise introduced into the Schrodinger and Dirac's equation based on the Hudson-Parthasarathy quantum stochastic calculus in Boson Fock space , scattering theory and wave operators with applications to quantum gate design, some aspects of second quantization like the interpretation of Boson Fock space in terms of harmonic oscillator algebras and the BCS theory of superconductivity, Wigner-Mackey-Frobenius theory of induced representations of a group with applications to Wigner's theory of particle classification, Dirac's equation in a gravitational field and Yang-Mills non-Abelian gauge theories with application to the construction of unified quantum field theories and finally, the more recent theory of super-symmetry which is a Boson-Fermion unification theory. We have discussed the statistics of Boson's, Fermions and Maxwell-Boltzmann based on entropy maximization. The book is written in problem-solution format and it would be of use to physicists and engineers interested respectively in developing unified field theories and in the design of quantum gates.

Quantum Physics | Quantum Computation | Quantum Optics | Relativistic Quantum Field Theory | Linear Algebra | Functional Analysis & Operator Theory | Quantum Robotics | Quantum Filtering

PHYSICS



ISBN: 9789-38437-0701
450 pg. | 2018 | HB | Rs. 1495

ISBN: 9788-19387-7265
450 pg. | 2018 | PB | Rs. 1295

A Survey of Advanced Quantum Mechanics & Related Topics

Harish Parthasarathy

ABOUT THE BOOK

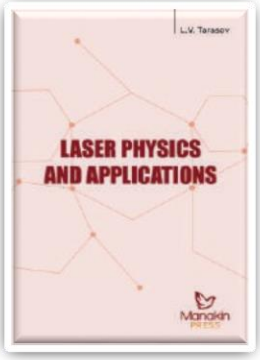
This book is a collection of problems & solutions on topics related to Quantum Robotics, Quantum Gravity, Quantum Statistics, Quantum Stochastic & Quantum Field Theory applied to Non-Abelian Yang-Mill Fields. Specific topics in Quantum Information, General Relativity and Cosmology like Galactic Evolution, Relativistic Fluid Dynamics, Stellar Structure, Stochastic Models leading to fluid dynamic equation, etc. are also studied. The aim is to present these topics in a form that is easily accessible to a practising engineers so that they can take up a specific problem and simulate it in the form of non-linear dynamical system. The practising physicists can use this book for simulating the Non-Abelian Gauge fields interacting with gravitation and hence develop a unified field theory describing all kinds of interactions including gravitation electromagnetic forces, weak and strong interaction.

Physics | Lasers | Technology | Applications | History | Coherence | Monochromaticity | Fusion | Types of Lasers

PHYSICS **NEW**

Laser Physics and Applications

L.V. Tarasov



ABOUT THE BOOK

First lasers made in 1960 paved the way for the vehement development of laser technology. Today, lasers and laser systems find wide use in many fields of science and engineering. They are employed in communications systems, computers, navigation equipment, measuring instruments, and in complicated technological processes. Biology, medicine, and various chemical and physical

investigations utilize lasers to advantage. Wide use of lasers in science and technology is due to the specific properties of laser radiation. The laser is a generator of coherent light. Unlike other sources of light, such as incandescent lamps or arc lamps, the laser produces radiation with a highly regular light field, outstanding in its high coherence, monochromaticity and directivity

CONTENTS

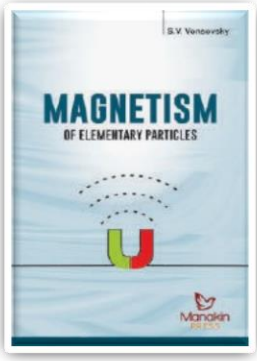
1. Basic Laser Principles, **2**. Types of Lasers, **3**. Control of The Laser Output, 4. Applications of Lasers

Physics | Quantummechanics | Quarks | Magnetism | Atoms | Electrons | Spin | Dirac | Zeeman Effect | Magneton
Megnetic Moment | Nuclear Moments | Magnetic Monopole | Quantum Electrodyanmics

PHYSICS **NEW**

Magnetism of Elementary Particles

S.V. Vonsovsky



ISBN: 9789-38622-1971
300 pg. | 2018 | PB | Rs. 695

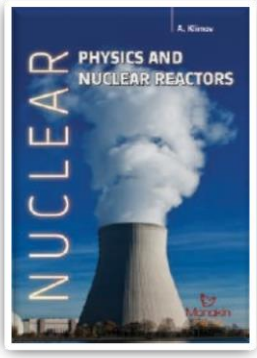
ABOUT THE BOOK

The book contains a fairly detailed though, ofcourse, incomplete reference list, which may help to satisfy the reader who wishes to investigate anyone question in its entirity. The book opens with a review of the well-known aspects of magnetism of the elementary particle that was discovered first, the electron (Chapter 1). This is followed by a brief summary of data concerning the magnetic properties of atomic electron shells (Chapter 2). Chapter 3 is devoted to the magnetic properties of atomic nuclei and their constituent nucleons-the proton and the neutron. It also contains a description of the most important experimental techniques of determining the magnetic moments of nuclei and nucleons (detailed tables of measured magnetic moments are given in the Appendix at the end of the book). Chapter 4 deals with the problem of the anomalous magnetic moment of an elementary particle and with the relation of this problem to the quarks hypothesis. Chapter 5 offers a fairly detailed description of the situation arising from the Dirac hypothesis concerning the magnetic monopole. Finally, Chapter 6 gives a very brief presentation of non-linear magnetic effects in strong fields.

CONTENTS

1. Spin Magnetic Moment of the Electron, **2**. Magnetism of the Atomic Electron Shell, **3**. Magnetism of Nucleons (Protons and Neutrons) and Atomic Nuclei, **4**. Anomalous Magnetic Moments of Elementary Particles, **5**. The Magnetic Monopole, **6**. Non-Linear Quantum-Electrodynamic Effects in a Magnetic Field

PHYSICS



ISBN: 9789-38622-1865
418 pg. | 2018 | PB | Rs. 895

Nuclear Physics and Nuclear Reactors

A. Klimov

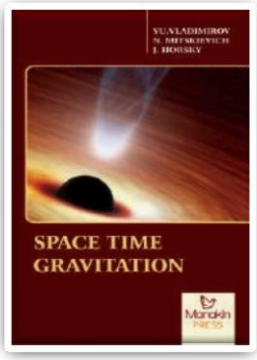
ABOUT THE BOOK

The book covers different aspects of nuclear physics. In chapters 1 to 4 basics of nuclear physics and interactions of elementary particles are considered. Topics covered are atomic structure, elementary particles (Chapter 1), properties of nucleus and nuclear particles (Chapter 2), nuclear transformations (Chapter 3) and interactions (Chapter 4). Chapter 5 talks about moderation of neutrons and thus sets stage for the chapters on nuclear reactors (Chapters 6, 7 & 9). The book also talk about shielding against radiation and dosimetry (Chapter 8). The reactors covered are water cooled graphite moderated, Graphite Gas-Cooled Reactors, Heavy-Water Reactors, Light- Water Reactors, Fast Reactors.

CONTENTS

1. Atomic Structure and Elementary Particles, **2**. Physical Properties of Atomic Nuclei, **3**. Nuclear Transformations, **4**. Interaction of Moving Particles With Matter, **5**. Moderation and Diffusion of Neutrons, **6**. Nuclear Reactor, **7**. Physical Processes In Actual Reactors, **8**. Materials Biological Shielding, **9**. Reactors of Atomic Power Plants

PHYSICS



ISBN: 9789-38622-1810
220 pg. | 2018 | PB | Rs. 595

Space Time Gravitation

YU. Vladimirov | N. Mitskievich | J. Horsky

ABOUT THE BOOK

There is a wide variety of literature on the subjects of space, time and gravitation, or on general relativity, as Einstein put it (though Einstein's terminology has recently been criticised). However, this book will still find its own place.This book will explain the basics of modern gravitation theory in very simple terms, so as to bring it home to a layman. Usually a book like this is addressed to a reader with a minimum amount of training in physics and mathematics, and the text would contain few or no formulae. It included a considerable number of formulae but, none the less, it can be said to be for the general reader. Indeed, the notions of derivative and integral have long been taught at school, and the mathematics in this book does not go much beyond this level. Hence, this book should in fact be comprehensible to a reader. Although the book is comparatively small, the authors have been quite scrupulous in bringing to the reader's attention the major points of the modern .theory of gravitation and many of these points have been ingeniously presented.

CONTENTS

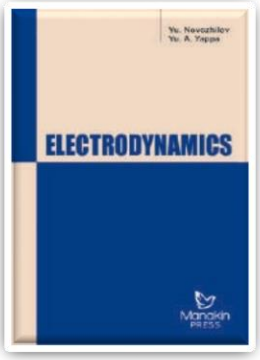
1. The Evolution of the Space and Time as Concepts. The Main Steps Towards, **2**. A Review of the Basic Results of Modern Relativity Theory, **3**. Modern Problems in the Theory of Gravitation. The Prospects for the Study of Space and 'I'ime

PHYSICS

NEW

Electrodynamics

Y.U. Novozhilov | Y.U. A. Yappa



ISBN: 9789-38667-7099
362 pg. | 2018 | PB | Rs. 695

ABOUT THE BOOK

With the current high level of instruction in the general physics course the students starting their study of electrodynamics have a considerable knowledge of the facts that are generalized in the Maxwell equations. This has made it possible for us to proceed from the equations and set the objective of showing how different problems in electrodynamics follow from the equations when the properties of the material media are taken into account. The approach via the Maxwell equations enables the reader to come closer to formulating in the most direct and modern way quite a number of problems currently under intensive discussion in scientific literature. Of these, this book considers some aspects of magnetohydrodynamics, the motion of charged particles in a nonuniform electromagnetic field, and the basis for the phenomenological equations of superconductivity. We have also included the concept of spatial dispersion and stated the basic ideas of nonlinear optics. Understandably, the presentation of these topics cannot claim to be complete.

The Appendices contain the basic facts about vector and tensor analyses, which are used throughout the book, and also some properties of the Dirac delta function are given.

CONTENTS

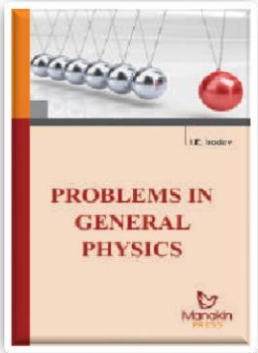
1. The Basics of Maxwell's Electrodynamics, **2.** Relativistic Electrodynamics, **3.** Static Fields. Solution of the Wave Equation. Radiation Field, **4.** Properties of Radiation in Isotropic Media, **5.** The Lorentz-Dirac Equation Scattering, and Absorption of Electromagnetic Field, **6.** Motion of Charged Particles in Electromagnetic Field. Systems of Interacting Charges, **7.** Continuous Media in Electric Field, **8.** Electric Current Magnetic Field in Continuous Media, **9.** Alternating Electromagnetic Field in Continuous Media

PHYSICS

NEW

Problems in General Physics

I.E. Irodov



ISBN: 9789-38667-7112
402 pg. | 2018 | HB | Rs. 695

ABOUT THE BOOK

The book is intended for college undergraduates majoring in physics. This book contains about 2000 problems covering the major areas of physical science: machanics, ther modynamics, molecular physics, electrodynamics, oscillations and waves, optics, atomic and nuclear physics. Each section is preceded by a short summary of appropriate formulas whose total number exceeds 300. Answers to all problems are given at the end of the volume. The most difficult problems are provided with explanations. Moreover, the author presents some general hints helping the undergraduate to tackle the physical problems.

Problems in General Physics is an excellent book which may serve as a valuable supplement to any college course on the subject.

ABOUT THE AUTHOR

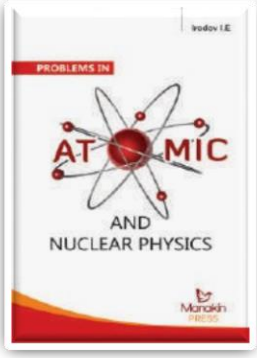
I.E. Irodov, Candidate of Science (Physics and Mathematics), Professor of General Physics, has published a number of scientific papers and books, among which are several manuals: Fundamental Laws of Mechanics, Problems in General Physics, A Laboratory Course on Optics. His Problems Book on Atomic and Nuclear Physics appeared in six Russian editions, and was published in Great Britain, USA, Romania, and twice in Poland.

CONTENTS

1. Physical Fundamentals of Mechanics, **2**. Thermodynamics and Molecular Physics, **3**. Ectrodynamics, **4**. Oscillations and Waves, **5**. Optics, **6**. Atomic and Nuclear Physics, Answers and Solutions

NEW

PHYSICS



ISBN: 9789-38622-1858
263 pg. | 2018 | PB | Rs. 695

Problems in Atomic and Nuclear Physics

Irodov I.E.

ABOUT THE BOOK

This book is intended primarily for students taking general courses in atomic and nuclear physics. It contains, however, a sufficiently large number of problems lying beyond the general course to make it also useful in the study of some special courses.

The volume contains over 1000 problems. The solutions of the most complicated of them are provided with detailed explanation.

A brief summary of the basic terms and definitions at the beginning of each chapter also makes the solving easier. The fundamental physical constants and reference tables and graphs are given in the Appendix. Both the Periodic Table of the elements and the table of elementary particles are also provided.

The Gaussian system of units is employed throughout the book. All initial data and numerical answers are given with due regard for the accuracy of appropriate values and the rules of operation with approximate numbers.

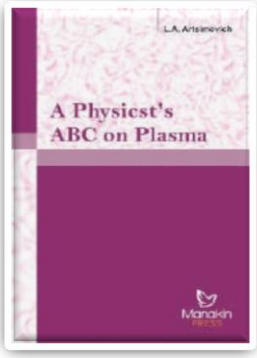
In conclusion, the author takes pleasure in expressing his deep appreciation to his colleagues from the Moscow Engineering Physics Institute and all those who submitted their comments on certain problems and thereby contributed to the improvement of the book.

CONTENTS

1. Quantum Nature of Electromagnetic Radiation, **2**. Rutherford-Bohr Atom, **3**. Wave Properties of Particles, **4**. Fundamentals of Quantum Mechanics, **5**. Spectra Electron Shell of Atom, **6**. Atom in A Magnetic Field, **7**. Diatomic Molecules, **8**. Crystals, **9**. Metals and Semiconductors, **10**. Principal Characteristics of Nuclei, **11**. Radioactivity, **12**. Interaction of Radiation with Matter, **13**. Nuclear Reactions, **14**. Neutron Physics, **15**. Nuclear Fission and Fusion, **16**. Elementary Particles, **17**. Motion of Charged Particles in External Fields, *Answers and Questions*

NEW

PHYSICS



ISBN: 9789-38667-7068
132 pg. | 2018 | PB | Rs. 375

A Physicist's ABC on Plasma

L. A. Artsimovich

ABOUT THE BOOK

The book presents the fundamental information on the high-temperature plasma physics. These, at present largely well-established results, comprise, in effect, the sum of knowledge indispensable for any physicist with a wide enough sphere of interests. However, the structure of the high temperature physics has just been outlined and is still being developed. A major contribution to this field of modern physics has been made by the Department of Plasma Physics, headed by L. Artsimovich, which is a part of the I. Kurchatov Institute of Atomic Energy. L. Artsimovich headed the research work with the tokamak type installations, adiabatic traps, rapid pinches and other machines designed for harnessing the high-temperature fusion reaction. He was directly involved in actual work in a number of these research projects and in development of the correct conceptual system and understanding of the plasma phenomena.

CONTENTS

1.Definition of Plasma, **2**. Motion of Electrons and Ions in Plasma in the Absence of External Fields, **3**. Plasma Behaviour in Electric Fields, **4**. Plasma Behaviour in Magnetic Field, **5**. The Effect of the Magnetic Field on Characteristics of the Plasma, **6**. Results Derived from Magnetohydrodynamic Equations, **7**. Development of Experimental Target, **8**. Conditions for Existence of a Plasma Ring, **9**. The Theory of Stability, **10**. Plasma Behaviour in Traps with Magnetic Mirrors, **11**. Stability of Plasma Configurations, **12**. Shear Stabilization, **13**. Other Plasma Instabilities

Optics | Electromagnetic Theory | Waves | Phase | Optical Image | Interference of Light Lasers Coherent Radiation | Holography | Image Processing | Theory of Information

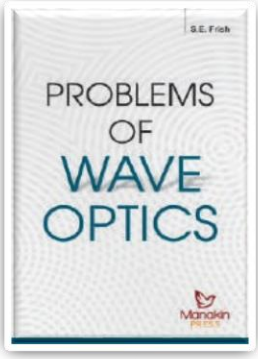
PHYSICS

Problems of Wave Optics

S.E. Frish

ABOUT THE BOOK

The book starts with history of wave theory and contributions of various people like Huygens, Young, Fresnel, Newton and takes on the theoretical framework which explains the observed phenomena. This booklet acquaints the reader in a popular form with the basic features of modern wave theory of light. New advances in optics, in particular sources of coherent radiation, lasers, are discussed, and prospects outlined for their application in photography and microscopy. The booklet is intended for specialists, students school teachers and a wide range of readers interested in problems of theoretical and experimental physics.



ISBN: 9789-38667-7075
69 pg. | 2018 | PB | Rs. 195

CONTENTS

Introduction, Basic Features of the Wave Theory of Light, Classical Experiments on Interference of Light, Optical Image, Image and Its Processing from the Standpoint of the Theory of Information, The Use of Phase Relations, Lasers as Source of Coherent Radiation, Holography

Physics | Nuclear Physics | Heavy Ions | Hadrons | Quantum Physics | Elementary Particle Quantum Field Theory | Theoretical | Mathematical and Computational Physics

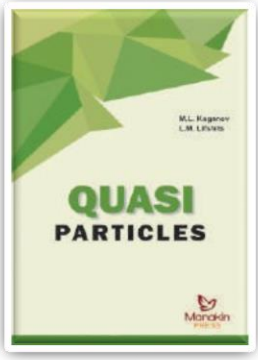
PHYSICS

Quasi Particles

M.L. Kaganov, L.M. Lifshits

ABOUT THE BOOK

The book 'Quasiparticles' is meant for a circle of readers. No complicated mathematical, nor derivations are used. The presentation on analogies, assuming the readers to possess certain degree of intuition in the field of physics. The book tells how atomic particles move inside solids, what is meant by the term “thermal motion”, and how the characteristics of motion of atomic particles are revealed in the macroscopic properties of solids.

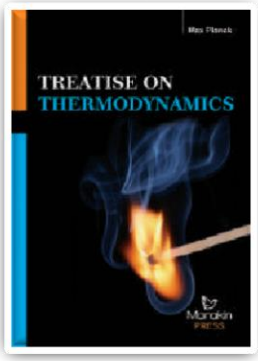


ISBN: 9789-38622-1896
97 pg. | 2018 | PB | Rs. 195

CONTENTS

Foreword, What are the components, Photons, Bosons and fermions, Quantum Statistics, Gas of Fermions (Fermi-Dirac degeneration), Gas of Basons (Bose-Einstein degeneration), Energy Spectrum, Phonons, Phonons in helium, Magnons, etc., Electrons Energy Bands, p-Space, Metals (conductors), Insulators, Semiconductors, and Semimetals, Electrons and Holes, Landau Fermi Liquid, More on electrons and holes, Waves in Electrons Gas, Excitons, Polarons, Fluctuons, etc., Half-Way Finish, Colliding Quasiparticles, Additional Complications, Digression on Phase Transitions, Quantum Crystals Quantum Diffusion Vacancions, Undamped Macroscopic Motions, Concluding Remarks, Solid State Physics and Molecular Biology

PHYSICS



ISBN: 9789-38667-7129
352 pg. | 2018 | PB | Rs. 695

Treatise on Thermodynamics

Max Planck

ABOUT THE BOOK

An introductory text-book on Thermodynamics for students who have taken elementary courses in Physics and Chemistry, and are familiar with the elements of the Differential and Integral Calculus. Three distinct methods of investigation may be clearly recognized in the previous development of Thermodynamics. The first penetrates deepest into the nature of the processes considered, and, would be designated as the most perfect. Heat, according to it, is due to the definite motions of the chemical molecules and atoms considered as distinct masses, which in the case of gases possess comparatively simple properties, but in the case of solids and liquids can be only very roughly sketched. This kinetic theory, founded by Joule, Waterston, Kronig and Clausius, has been greatly extended mainly by Maxwell and Boltzmann. Obstacles, at present unsurmountable, however, seem to stand in the way of its further progress. These are due not only to the highly complicated mathematical treatment, but principally to essential difficulties, in the mechanical interpretation of the fundamental principles of Thermodynamics.

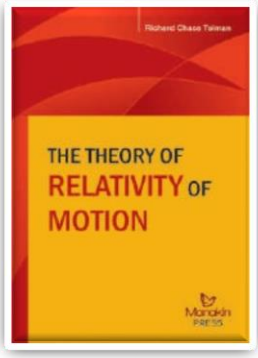
The second method, developed by Helmholtz. It confines itself to the most important hypothesis of the mechanical theory of heat, that heat is due to motion, but refuses on principle to specialize as to the character of this motion. This is a safer point of view than the first, and philosophically quite as satisfactory as the mechanical interpretation of nature in general, but it does not as yet offer a foundation of sufficient breadth upon which to build a detailed theory. Starting from this point of view, all that can be obtained is the verification of some general laws which have already been deduced in other ways direct from experience. A third treatment of Thermodynamics has hitherto proved the most fruitful. This method is distinct from the other two, in that it does not advance the mechanical theory of heat, but, keeping aloof from definite assumptions as to its nature, starts direct from a few very general empirical facts, mainly the two fundamental principles of Thermodynamics.

This last, more inductive, treatment, which is used exclusively in this book, corresponds best to the present state of the science. It cannot be considered as final, however, but may have in time to yield to a mechanical, or perhaps an electromagnetic theory. Although it may be of advantage for a time to consider the activities of naturel Heat, Motion, Electricity, etc. —as different in quality, and to suppress the question as to their common nature, still our aspiration after a uniform theory of nature, on a mechanical basis or otherwise, which has derived such powerful encouragement from the discovery of the principle of the conservation of energy, can never be permanently repressed.

CONTENTS

Part-I Fundamental Facts and Definitions, **1**. Temperature, **2**. Molecular Weight, **3**. Quantity of Heat, **Part-II. The First Fundamental Principle of Thermodynamics**, **1**. General Exposition, **2**. Applications to Homogeneous Systems, **3**. Applications to Non-Homogeneous Systems, **Part-III The Second Fundamental Principle of Thermodynamics**, **1**. Introduction, **2**. Proof, **3**. General Deductions, **Part-IV Applications to Special States of Equilibrium**, **1**. Homogeneous Systems, **2**. System in Different States of Aggregation, **3**. System of any Number of Independent Constituents, **4**. Gaseous System, **5**. Dilute Solutions,

PHYSICS



ISBN: 9789-38667-7167
275 pg. | 2018 | PB | Rs. 595

The Theory of the Relativity of Motion

Richard Chace Tolman

ABOUT THE BOOK

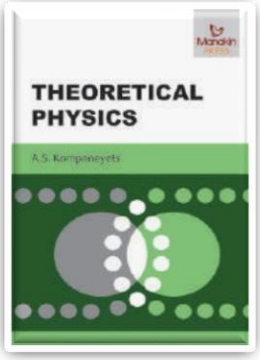
This book presents an introduction to Einstein's Theory of Relativity, which has become a necessary part of the theoretical equipment of every physicist. Even if we regard the Einstein theory of relativity merely as a convenient tool for the prediction of electromagnetic and optical phenomena, its importance to the physicist is very great, not only because its introduction greatly simplifies the deduction of many theorems which were already familiar in the older theories based on a stationary either, but also because it leads simply and directly to correct conclusions in the case of such experiments as those of Michelson and Morley, Trouton and Noble, and Kaufman and Bucherer, which can be made to agree with the idea of a stationary either only by the introduction of complicated and ad hoc assumptions.

CONTENTS

1. Historical Development of Ideas as to the Nature of Space and Time, **2**. The Two Postulates of the Einstein Theory of Relativity, **3**. Some Elementary Deductions, **4**. The Einstein Transformation Equations for Space and Time, **5**. Kinematical Applications, **6**. The Dynamics of a Particle, **7**. The Dynamics of a System of Particles, **8**. The Chaotic Motion of a System of Particles, **9**. The Principle of Relativity and the Principle of Least Action, **10**. The Dynamics of Elastic Bodies, **11**. The Dynamics of a Thermodynamic System, **12**. Electromagnetic Theory, **13**. Four-Dimensional Analysis

PHYSICS

Theoretical Physics



A.S. Kompaneyets

ABOUT THE BOOK

This authoritative volume by a renowned Russian scientist offers advanced students a thorough background in theoretical physics. The treatment's review of basic methods takes an approach that's as rigorous and systematic as it is practical. Chiefly devoted to mechanics, electrodynamics, quantum mechanics, and statistical mechanics, this book stresses atomic, nuclear, and microscopic matters. Subjects include the quantum theories of radiation, dispersal, and scattering and the application of statistical mechanics to electromagnetic fields and crystalline bodies. Particularly strong in its coverage of statistical physics, the text examines Boltzmann statistics, Bose and Fermi distributions, Gibbs statistics, thermodynamic quantities, thermodynamic properties of ideal gases in Boltzmann statistics, fluctuations, phase equilibrium, weak solutions, chemical equilibria, and surface phenomena. Many of the 137 exercises feature complete solutions. Translated by George Yankovsky under the author's supervision.

ISBN: 9789-38667-7389
600 pg. | 2018 | HB | Rs. 1295

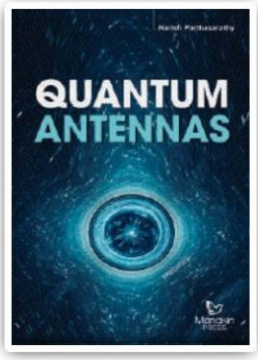
ISBN: 9789-38834-2049
600 pg. | 2018 | PB | Rs. 995

CONTENTS

From the Preface to the First Edition, Preface to the Second Edition, **Part I**. Mechanics, **Part II**. Electrodynamics, **Part III**. Quantum Mechanics, **Part IV**. Statistical Physics, Appendix, Bibliography, Subject Index

PHYSICS

Quantum Antennas



Harish Parthasarathy

ABOUT THE BOOK

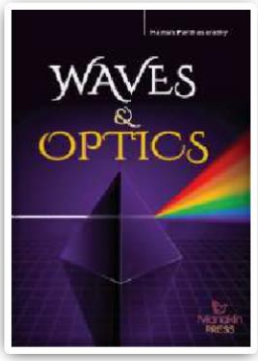
This book is about several questions regarding how to describe the quantization of the current density in an antenna and about the nature of the quantum electromagnetic field produced by such a quantum current density. The second quantized current density can be built out of the Dirac field of electrons and positrons while the free electromagnetic or photon field is built out of solutions to the wave equation with coefficients being operators, namely the creation and annihilation operators of the photons. The Dirac field also consists of free waves whose coefficients are operator fields in momentum space, namely the creation and annihilation fields of electrons and positrons. After computing the electromagnetic field produced by a second quantized current, the problem of determining quantum fluctuations in these fields in a given state of the electrons and positrons is addressed. We also address many related problems like wave- guide and cavity resonator antennas in which the energy of the electromagnetic field within the waveguide or resonator cavity is expressed as a quadratic function of the coefficients of the eigenfunction expansions of the field and then by making the harmonic oscillator analogy, we quantize the conned em field. Problems involving the effect of quantum noise on a system are also studied. These problems enable us to consider for example, the antenna as an aggregate of atomic systems with bath noise coming from the photon environment and then to assess the effect of this noise on the system properties, for example on average values of system observables like current density when the photon bath is in a coherent state and the system of atoms is initially in a given state. Problems of classical and quantum optimal control are also studied. These problems can be applied to propose an optimal control input based on state feedback so that the system state tracks as closely as possible a desired trajectory in the mean square sense. For example, we may seek to make the quantum electromagnetic field produced by a quantum current density in an antenna have a desired pattern of fluctuations or more generally, a desired pattern of higher order moments in space-time. In this case, the control input applied to the antenna will be in the form of a classical voltage/current source that will affect the Hamiltonian of the system of atoms that constitute the quantum antenna. A reasonable background in quantum electrodynamics is assumed although the required elements of this subject are developed in the course of this book.

ISBN: 9789-38667-7808
280 pg. | 2019 | PB | Rs. 1895

ABOUT THE AUTHOR

Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Ph.d. degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variety of topics in mathematical physics, signal processing and antenna theory.

PHYSICS



ISBN: 9789-38834-2216
520 pg. | 2019 | PB | Rs. 1295

Waves and Optics

(As per CBCS)

Harish Parthasarathy

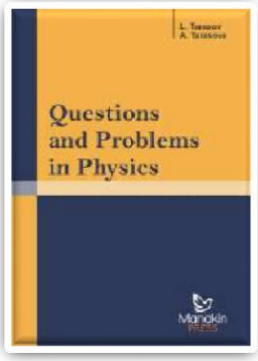
ABOUT THE BOOK

This is a book about all the mathematical aspects of wave motion including the fundamental equations governing sound waves in a pipe, waves in the sea, electromagnetic waves with applications to geometrical optics and diffraction theory, gravitational waves as predicted by Einstein's general theory of relativity, quantum mechanical waves, namely the dynamics of the wave function arising in Schrodinger's wave equation for atomic systems both without and with noise. It also includes the general theory of lenses and prisms. A separate section of the book includes some general aspects of probability and random processes both from classical and quantum probabilistic angle. This section has been written keeping in mind general aspects of filtering theory wherein one proposes to estimate wave motion dynamics from noisy measurements. Electromagnetic waves inside confined walls like waveguides and cavity resonators are also dealt with in some detail. The book will be useful to undergraduate and postgraduate students of physics, applied mathematics and electronics and communication engineering. The sections dealing with quantum probability and quantum filtering will be useful to the advanced researcher in applied mathematics as well as to researchers in quantum optics. Each chapter of the book has four sections, one summary, two technical discussion, three points to remember and four exercises. This makes the material easy to understand for even an undergraduate student of physics.

ABOUT THE AUTHOR

Harish Parthasarathy received B.tech degree in Electrical Engineering from IIT Kanpur and his Ph.d. degree in Signal Processing from IIT Delhi in 1994. He worked as a visiting fellow in the Indian Institute of Astro Physics, Bangalore from 1993 to 1994. He has worked as a faculty in the Electrical Engineering departments at IIT Bombay and IIT Kanpur. Currently, he is a professor in the Electronics and Communication Division in NSIT, Delhi. He teaches courses on Signal processing Electromagnetics, transmission lines, wave guides & antennas and electives in quantum field theory, quantum robotics & quantum stochastic processes to undergraduate and postgraduate students. He has published over 70 papers in international journals and conferences and he has also published 12 books on variety of topics in mathematical physics, signal processing and antenna theory.

PHYSICS



ISBN: 9789-38622-1957
275 pg. | 2019 | PB | Rs. 395

Questions and Problems in Physics

L.Tarasova

ABOUT THE BOOK

(Reader) will find this text to be perhaps more like a freely told story or,
rather a freely conducted discussion.
This is a book on physics education and misconceptions of students regarding many topics in elementary physics.

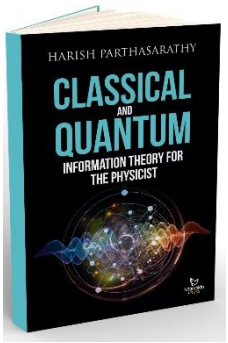
OUR FORTHCOMING PUBLICATIONS

Select Topics in Signal Analysis
Harish Parthasarathy
SBN: Price

Advanced Probability, Statistics with Applications to Physics and Engineering
Harish Parthasarathy
SBN: Price

Advanced Probability and Statistics: Remarks and Problems
Harish Parthasarathy
SBN: Price

Supersymmetry and Superstring Theory with Engineering Applications
Harish Parthasarathy
SBN: Price



SBN: Price

Stochastic Processes in Classical and Quantum Physics and Engineering
Harish Parthasarathy
SBN: Price

Large Deviations Applied to Classical and Quantum Field Theory
Harish Parthasarathy
SBN: Price

Advanced Classical and Quantum Probability Theory with Quantum Field Theory Applications
Harish Parthasarathy
SBN: Price

Applications of Quantum Field Theory to Problems in Machine Learning
Harish Parthasarathy
SBN: Price

Conceptual Developments in Physics I
N. Nimai Singh
SBN: Price

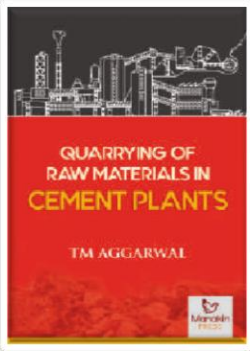
Mechanical Engineering Practices in Engineering Industry: A Begineers Guide
D J Syam
SBN: Price

Electrical Power Generation - Methods and Plants
D J Syam
SBN: Price

Audio & Video System
M L Anand
SBN: Price

Theory of Electromagnetics
Yudhishthir Pandey
SBN: Price

Environmental Control in Steel Plants
TM Aggarwal
SBN: Price



SBN: Price

ABC of Molecular Symmetry Problems & Solutions
U C Agarwala, H L Nigam and Sudha Agrawal
SBN: Price

An Introduction to Practical Organic and Biochemistry
Shikha Kaushik and Banty Kumar
SBN: Price

Manual for Practical Biochemistry
Indu Bhushan, Mahima Sharma and Shagun Gupta
SBN: Price

Practical Biochemistry
VK Ahluwalia
M Ahluwalia
SBN: Price

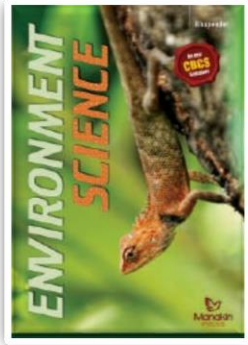
OUR FORTHCOMING PUBLICATIONS

Green Chemistry (CBCS)
V K Ahluwalia
SBN: Price

Polymer Chemistry (CBCS)
V K Ahluwalia
SBN: Price

Introductory Microbiology
Purshotam Kaushik
SBN: Price

Organic Molecules of Life
Darshan Singh
SBN: Price



SBN: Price

Protectionism
I C Dhingra
SBN: Price

Global Dimensions of Agriculture: Indian Perspective
I C dhingra
SBN: Price

INDIA's OTP Economy Blueprint for Agricultural Security
I C dhingra
SBN: Price

A 360 Degree Approach to Business Processes & Environmeny
J.P. Mahajan
SBN: Price

Marketing Research (A Text Book)
Sandeep Kumar and Sweta Bakshi
SBN: Price

India's Sri Lanka Policy
Vinod Khobragade
SBN: Price

Corporate Social Responsibility: An Analytical Study of Global and Indian Perspectives and Practices
D. Mukhopadhyay
SBN: Price

A Concise Handbook of Business Research
Ashish Arya
Vishnu Nath
Pankaj Madan
SBN: Price

Cases in Business Managements
S. S. Bhakar
Tarika Sikarwar
Ruturaj Baber
SBN: Price

Healthcare Services: A Resptrospection and Remedial Guide to Problem
Ankur and Sanjeev Kumar
SBN: Price

Operation Research
Bimal Kumar Mishra
SBN: Price

E-Commerce
Sandeep Kumar
SBN: Price

Data Structure and Algorithms in C
Satya Prakash Yadav
SBN: Price

Internet of Things
Rishabh Anand
SBN: Price

Basics of Microelectronics
Shubham Tayal, K. K. Paliwal and Hemachandra K
SBN: Price

Manakin PRESS

PRICE LIST

Manakin PRESS

ISBN	Title/Author	Bind	Year of Publishing & Reprint Year	PRICE	Qty.
	CHEMISTRY | Biochemistry				
9788192959870	**Biomolecules: Chemistry of Living System** VK Ahluwalia	HB	2020	Rs. 1,895	
9788192959856	**Biomolecules: Chemistry of Living System** V.K. Ahluwalia	PB	2020	Rs. 895	
9789386677310	**Pharmaceutical Chemistry (As per CBCS)** Piyus Kumar Pathak, Shailja Naman	PB	2019	Rs. 795	
9789386677280	**Biochemistry** V.K. Ahluwalia, Manmohini Ahluwalia	PB	2020	Rs. 1,495	
	CHEMISTRY | Physical				
9788192959825	**Quantum Chemistry: Classical to Computational *(As per CBCS)*** Amita Dua, Chayannika Singh	HB	2020	Rs. 1,895	
9789389296655	**Biophysical Chemistry** Nazia Tarannum and Ranu Agrawal	PB	2022	Rs. 895	
9788192959849	**Quantum Chemistry: Classical to Computational *(As per CBCS)*** Amita Dua, Chayannika Singh	PB	2020	Rs. 995	
9789384370671	**Practical Physical Chemistry *(As per CBCS)*** Amita Dua	PB	2020	Rs. 695	
9789384370442	**Phase Rule and its Applications *(As per CBCS)*** Suruchi, Sheeza Zaidi	HB	2020	Rs. 695	
9789384370046	**Manual of Spectroscopy** Theodor A Cutting	HB	2016	Rs. 695	
9789386677358	**Thermodynamics and Chemistry** FH Macdougall	HB	2018	Rs. 795	
9789386677723	**Chemistry for Competitive Examinations** Shriniwas Gurjar, Preetam Singh Meena	PB	2018	Rs. 895	
9789386677785	**Chemistry: (Organic and Physical) Volume-3 *(As per CBCS)*** Sonia Ratnani, Shriniwas Gurjar, Swati Agrawal, Madhu Bala Rajgar	PB	2020	Rs. 695	
	CHEMISTRY | Inorganic				
9789384370664	**Practical Inorganic Chemistry *(As per CBCS)*** Amita Dua, Navneet Manav	PB	2020	Rs. 695	
9789392062094	**Concepts of Inorganic Chemistry** Mamta Kharkwal, S. B. Tyagi	PB	2022	Rs. 1195	
9788192959887	**Advanced Experimental Inorganic Chemistry** V.K. Ahluwalia, Sunita Dhingra	HB	2020	Rs. 1,295	
9789386221254	**Inorganic Chemistry** **(Basics and Main Group of Elements: Non-Metals) *(As per CBCS)*** PL Soni, Vandna Soni	PB	2018	Rs. 695	
9789386221698	**Chemistry (Inorganic & Organic) Volume-1 (As per CBCS)** Sonia Ratnani, Shriniwas Gurjar, Sheetal Budhiraja, Hari Mohan Meena	PB	2020	Rs. 695	
9789388342230	**CHEMISTRY: Inorganic and Physical Volume-5 *(As per CBCS)*** Ajay Bhagi, Amita Dua, Navneet Manav, Amita Mallik	PB	2019	Rs. 795	
9789388342186	**Chemistry (Inorganic and Organic) Volume -6 *(As per CBCS)*** Dr. Sonia Ratnani, Dr. Sarika Malik, Dr. Kalpa Mandal and Dr. Malti Sharma	PB	2020	Rs. 695	
9789386677396	**Chemistry of Complex Compounds** D Banerjea	PB	2019	Rs. 13,995	
9789386221988	**In the Realm of Catalysis** VA Afanasiev, GE Zaikov	PB	2018	Rs. 295	
9789386221681	**Laboratory Manual of Inorganic & Organic Chemistry** **(Qualitative Analysis) *(As per CBCS)*** Kalpa Mandal, Sonia Ratnani	PB	2018	Rs. 495	

**Prices are subject to change without prior notice*

Manakin PRESS

PRICE LIST

Manakin PRESS

ISBN	Title/Author	Bind	Year of Publishing & Reprint Year	PRICE	Qty.
9789386677723	**Chemistry for Competitive Examinations** Shriniwas Gurjar, Preetam Singh Meena	PB	2018	Rs. 895	
9788193877203	**The Chemistry of Coordination Complexes and Transition Metals** ***(As per CBCS)*** PL Soni, Vandna Soni	PB	2019	Rs. 895	
	CHEMISTRY | Organic				
9789386221001	**Green Chemistry Laboratory Manual (2nd Edition)** V.K. Ahluwalia	HB	2017	Rs. 695	
9788193877296	**Green Chemistry Laboratory Manual (2nd Edition)** V.K. Ahluwalia	PB	2017	Rs. 395	
9789384370282	**Molecular Symmetry: Problems and Solutions** UC Agarwala, HL Nigam, Sudha Agrawal	HB	2020	Rs. 1,295	
9789384370138	**Molecular Symmetry: Problems and Solutions** UC Agarwala, HL Nigam, Sudha Agrawal	PB	2020	Rs. 995	
9789384370398	**Applications of Molecular Symmetry: Problems & Solutions** UC Agarwala, HL Nigam, Sudha Agrawal	HB	2020	Rs. 1,295	
9789384370893	**ABC of Molecular Symmetry Problems & Solutions** ***(Forthcoming)*** UC Agarwala, HL Nigam, Sudha Agrawal	PB	2023	Rs. 595	
9789384370428	**Practical Organic Chemistry** ***(As per CBCS)*** Amita Dua, Amita Malik	PB	2017	Rs. 695	
9789386221681	**Laboratory Manual of Inorganic & Organic Chemistry (Qualitative Analysis)** ***(As per CBCS)*** Kalpa Mandal, Sonia Ratnani	PB	2018	Rs. 495	
9788192959894	**Advanced Experimental Organic Chemistry** V.K. Ahluwalia, Sunita Dhingra	HB	2020	Rs. 1,595	
9789384370213	**Organic Synthesis: A Treatise** V.K. Ahluwalia	HB	2020	Rs. 2,495	
9789388342070	**Organic Synthesis: A Treatise** V.K. Ahluwalia	PB	2020	Rs. 1,895	
9789384370480	**Green Chemistry in 21st Century and Beyond** V.K. Ahluwalia, Sunita Dhingra	HB	2017	Rs. 1,895	
9789386677105	**Science for Everyone Learning About Chemistry** G.B. Shul'pin	PB	2018	Rs. 495	
9789384370619	**Organic Chemistry (Volume 2)** ***(As per CBCS)*** Ishwar Dutt Vats, Sneh Lata	PB	2020	Rs. 695	
9789386221698	**Chemistry: Inorganic & Organic (Volume 1)** ***(As per CBCS)*** Sonia Ratnani, Shriniwas Gurjar, Sheetal Budhiraja, Hari Mohan Meena	PB	2020	Rs. 695	
9789384370947	**Lab Manual of Qualitative and Quantitative Analysis** ***(As per CBCS)*** Darshan Singh	PB	2017	Rs. 695	
9789386677723	**Chemistry for Competitive Examinations** Shriniwas Gurjar, Preetam Singh Meena	PB	2018	Rs. 895	
9789389296396	**Organic Chemistry Vol. 3 (As per CBCS)** Ishwar Dutt Vats, Sneh Lata	PB	2020	Rs. 795	
9789386677617	**Chemistry (Organic & Physical) Volume-2** ***(As per CBCS)*** Sonia Ratnani, Shriniwas Gurjar, Sheetal Budhiraja, Hari Mohan Meena	PB	2018	Rs. 595	
9789386677778	**General Organic Chemistry** ***(As per CBCS)*** Gita Rani	PB	2022	Rs. 895	
	CHEMISTRY | Practical				
9789386221681	**Laboratory Manual of Inorganic & Organic Chemistry (Qualitative Analysis)** ***(As per CBCS)*** Kalpa Mandal, Sonia Ratnani	PB	2018	Rs. 495	
9789388342018	**Engineering Practical Chemistry: (AS PER AICTE MODEL CURRICULUM 2018)** Dr Bindu mangla, Ms. Rajni Sachdeva, Dr Beena Sethi	PB	2018	Rs. 295	
9789384370664	**Practical Inorganic Chemistry** ***(As per CBCS)*** Amita Dua, Navneet Manav	PB	2020	Rs. 695	
9788192959894	**Advanced Experimental Organic Chemistry** V.K. Ahluwalia, Sunita Dhingra	HB	2020	Rs. 1,595	
9789384370428	**Practical Organic Chemistry** ***(As per CBCS)*** Amita Dua, Amita Malik	PB	2017	Rs. 695	
9789384370947	**Lab Manual of Qualitative and Quantitative Analysis** ***(As per CBCS)*** Darshan Singh	PB	2017	Rs. 695	

**Prices are subject to change without prior notice.*

Manakin PRESS

PRICE LIST

Manakin PRESS

ISBN	Title/Author	Bind	Year of Publishing & Reprint Year	PRICE	Qty.
9789386221001	**Green Chemistry Laboratory Manual, 2nd Edition** V.K. Ahluwalia	HB	2017	Rs. 695	
9789384370046	**Manual of Spectroscopy** Theodor A Cutting	HB	2016	Rs. 695	
9789384370671	**Practical Physical Chemistry, *(As per CBCS)*** Amita Dua	PB	2020	Rs. 695	
	CHEMISTRY | Polymer				
9789384370008	**Bio-degradable Polymers: Materials and their Structures** Manjari Sharma	HB	2015	Rs. 2,295	
9789386677402	**Faiz's Polymer Chemistry A Problem Solving Approach *(As per CBCS)*** Faiz Mohammad, Shahid Pervez Ansari	PB	2020	Rs. 895	
9789386677532	**Polymer Science and Technology** Dr. Piyush Kr. Pathak, Dr. Shailja Pandey, Dr. S.K. Naman	PB	2019	Rs. 595	
9789386677969	**Applied Rheology in Polymer Processing** B.R. Gupta	PB	2022	Rs. 1,495	
	LIBRARY & INFORMATION SCIENCE				
9789384370343	**Library Automation: Issues and Remedies in Present Scenario** Krishan Kant, Ram Chander	HB	2016	Rs. 1,295	
9789392062117	**Libraries in the Digital Environment** Parveen Kumar	PB	2022	Rs. 695	
9789388342179	**Leadership and Management in Libraries** Dr. Lata Suresh	PB	2020	Rs. 795	
9788192959818	**RFID in Libraries: Theory & Practice** Partha De	HB	2015	Rs. 2,495	
9789386221292	**Emerging Trends in Information Technology in Modern Libraries** Akhtar Hussain, Nishat Fatima	HB	2020	Rs. 1,595	
9789384370862	**User Education in Academic Libraries: A Practical Approach** Satya Prakash Singh	HB	2018	Rs. 795	
9789386221834	**Libraries & Technologies In The New Millenium** Shishir H Mandalia, Ram Chander	HB	2018	Rs. 795	
9789386677570	**Next Generation Library System** Noushad Ahmed	PB	2018	Rs. 695	
9789386677624	**Information Communication in Digital Era Present Scenario and Future Perspectives** Krishan Kant, Ram Chander, Jay Pal Singh, Geeta Gupta	PB	2018	Rs. 795	
9789389296389	**A Practical Dose To Dewey Decimal Library Classification** Dr. Amit Kumar Deval	PB	2020	Rs. 695	
9789386677419	**Information Retrieval Systems Managing Libraries in NEO-Information Society** Akhtar Hussain	PB	2020	Rs. 995	
	LIFE SCIENCE				
9789386221735	**Heteropneustes Fossilis: Role of Brain Vasotocin in Reproductive Activities** Rahul Kumar Singh	HB	2017	Rs. 795	
9789386221919	**The Root System of Fruit Plants** V Kolesnikov	PB	2018	Rs. 795	
	SOCIAL SCIENCE				
9789386677341	**The Interpretation of Dreams** Sigmund Freud	PB	2018	Rs. 995	
9789386677181	**Dream Psychology** Sigmund Freud	PB	2020	Rs. 395	
9789386677303	**A General Introduction to Psychoanalysis** Sigmund Freud	HB	2020	Rs. 695	
9789386677488	**Alcoholism: Causes, Symptoms, Effects and Treatment** V.K. Shanwal, BS Chhikara	HB	2018	Rs. 1,895	
9789384370176	**The Trans Himalayan TIBET: History, Language and Literature (Volume 1)** Tsetan Namgyal	HB	2016	Rs. 3,495	
9789384370558	**The Trans Himalayan TIBET: Identity & Politics (Volume 2)** Tsetan Namgyal	HB	2018	Rs. 1,295	
9789386221568	**The Trans Himalayan TIBET Buddhism at the Crossroads (Volume 3)** Tsetan Namgyal	HB	2018	Rs. 1,295	
9789386221551	**MAPPING TIBET in the 21st Century: (The Way Ahead)** Tsetan Namgyal	HB	2018	Rs. 1,295	
9789384370657	**Sufism in India and Central Asia** Nasir Raza Khan	HB	2020	Rs. 1,295	

**Prices are subject to change without prior notice.*

Manakin PRESS

PRICE LIST

Manakin PRESS

ISBN	Title/Author	Bind	Year of Publishing & Reprint Year	PRICE	Qty.
9789384370718	**Regional Sufi Centres in India: Significance & Contribution** Nasir Raza Khan	HB	2015	Rs. 595	
9789386221537	**Influence of Islam on Indian Culture** Tara Chand	PB	2018	Rs. 795	
9789386221346	**Mystics and Saints of Islam** Claud Field	HB	2018	Rs. 795	
9789388342100	**Mystics and Saints of Islam** Claud Field	PB	2018	Rs. 695	
9789384370381	**E-Governance Initiatives in the Information Age** Dr. Satish Babu	HB	2020	Rs. 895	
9789386221704	**Urban System: Functions and Processes** **Analyzing Urban Land Use System and Functions** Janki Prasad	HB	2018	Rs. 1,295	
9789388342117	**Urban System: Functions and Processes** **Analyzing Urban Land Use System and Functions** Janki Prasad	PB	2020	Rs. 995	
9789386677273	**Dardi Dictionary (English-Dardi-Bhoti-Hindi)** Tsewang Gailtsen	HB	2018	Rs. 795	
9789384370145	**Population, Development and Environment: An Indian Experience** Ambarish K Rai, Amit Kumar	HB	2016	Rs. 1,895	
9789388342124	**Population, Development and Environment: An Indian Experience** *Ambarish K Rai, Amit Kumar*	PB	2016	Rs. 1,295	
9789386677945	**Hidden Treasures: An Extensive Collection of Quotations** **by Well Known Personalities** Gurdev Singh, Monika Sharma	PB	2020	Rs. 695	
9789386677655	**Islam in India: History, Politics and Society** Nasir Raza Khan	HB	2023	Rs. 795	
	MANAGEMENT				
9789384370244	**Handbook of Business Administration Practices** Dhruba J Syam	HB	2017	Rs. 1,495	
9789392062032	**Entrepreneurship in India** Deependra Sharma	PB	2022	Rs. 795	
9789389296631	**Entrepreneurship Development (Creation of Wealth for People & Economy)** Dr. Krishan Kant, Dr. Ram Chander, Dr. Manoj Shukla, Dr. Shilpa Goel	PB	2020	Rs. 895	
9789384370329	**Advances in Management for Business Excellence** Ed. By Rajender Kumar, Neeraj Kaushik, Ajay Solkhe, Mohammad Firoz, Manish Kumar Jha	HB	2017	Rs. 1,695	
9789384370466	**Marketing in Emerging Economies** Raheela Farooqi	HB	2017	Rs. 1,595	
9789384370503	**Mass Communication** Shaleen Sinha	HB	2020	Rs. 995	
9788193877234	**Mass Communication** Shaleen Sinha	PB	2020	Rs. 895	
9789392062025	**Virtual Learning:** Insights and Perspectives Ravi Inder Singh and Pooja Sikka	PB	2022	Rs. 795	
9789386677693	**Mass Media & Its Impact an Empirical Study** Neelesh Pandey	HB	2018	Rs. 1,295	
9789386221193	**Reinventing IT: Paradigm Shift in Knowledge Intensive Society** Sanjeev Bansal, Anita Venaik, Smrita Sinha	HB	2017	Rs. 895	
9789386221216	**Marketing Mosaic: Elements Driving Consumers and Business** Sanjeev Bansal, Ashok Sharma, Varsha Khattri	HB	2017	Rs. 695	
9789386221209	**Novel Marketing Propositions for Value Creation** Sanjeev Bansal, Amanpreet Kang, Vinamra Jain	HB	2017	Rs. 695	
9789386221223	**Leadership, Governance & Public Policy:** **Human Resource Perspective** Sanjeev Bansal, Taranjeet Duggal, Chandranshu Sinha, Shinu Vig, Tavishi	HB	2017	Rs. 695	
9789386221186	**Practices in Entrepreneurship and Finance** Sanjeev Bansal, TV Raman, Anjani Kumar Singh	HB	2017	Rs. 695	
9789386221261	**Green Management: Way to Environmentally Benign Development** Sandeep Kumar, Sweta Bakshi	HB	2017	Rs. 795	
9789386677266	**Personality Development** RC Bhatia	PB	2020	Rs. 795	
9789386221636	**Digitising Enterprise in an Information Age** David L Olson, Subodh Keshwarani	HB	2020	Rs. 2,495	
9789386221650	**E-commerce & Online Banking** Subodh Keshwarani, Mohammed Sultan Omer, Sudhansh Sharma	HB	2018	Rs. 1,295	
9789386221667	**Management Perception, Strategy & Operations** Subodh Kesharwani, Arvind Kumar Dubey, Nitika Sharma	HB	2020	Rs. 1,595	
9789386221674	**Supply Chain Management and Logistics** Subodh Kesharwani, Sohail S. Chaudhry	HB	2020	Rs. 2,495	

**Prices are subject to change without prior notice.*

Manakin PRESS

PRICE LIST

Manakin PRESS

ISBN	Title/Author	Bind	Year of Publishing & Reprint Year	PRICE	Qty.
9789386221643	**Sustainable Business and IT** Subodh Keshwarani, Devendra K Dhusia	HB	2020	Rs. 1,295	
9789386677464	**Business Communication *(As per CBCS)*** Jayati Ghoshal	PB	2018	Rs. 495	
9789386677525	**Management In Action - An Hr Perspective** Sanjeev Bansal, Anu Prashaant, Rushina Singhi, Lakhwinder Kaur Dhillon	HB	2020	Rs. 795	
9789386677518	**Sylloge Management Challenges & Case Studies** Sanjeev Bansal, Anita Venaik, Smrita Sinha, Ruchika Nayyar	HB	2020	Rs. 695	
9789386677327	**Effectiveness of Management Accounting:** **A Strategic Management Process** D. Mukhopadhyay	PB	2018	Rs. 495	
9789386677990	**Consumer Affairs and Customer Care** *(Forthcoming)* Anamika Kadam, Nitish Bagdi	PB	2022	Rs. 495	
9789386677846	**Research Methodology (As per CBCS)** Sandeep Kumar	PB	2020	Rs. 995	
9789386677648	**Strategies for Business Excellence** J.P. Mahajan	HB	2020	Rs. 1,895	
9789386677877	**Personality Development and Soft Skills** Jayati Ghoshal	PB	2021	Rs. 595	
9789389296365	**Leadership Motivation & Incentive** *G S Pande*	PB	2020	Rs. 695	
9789386677914	**India Towards 100% Financial Inclusion** A. Rajmani Singh	PB	2020	Rs. 1,295	
9789386677860	**Employee Perspective Making & Breaking of Organisations** Abhishek Sharma	PB	2019	Rs. 895	
9789388342247	**Entrepreneurship Today:** A Case Study Approach Anurag Singh, Om Jee Gupta, Rajkumar	PB	2019	Rs. 795	
9789386677792	**Business Environment *(As per CBCS)*** Ishwar C. Dhingra	PB	2019	Rs. 1,595	
9789386677747	**Vyawashik Sansar *(As per CBCS)*** RC Bhatia	PB	2020	Rs. 795	
	ECONOMICS				
9789386221766	**Green Economy Opportunity and Challenges** Ishwar C. Dhingra	HB	2020	Rs. 1,295	
9789389296433	**Comprehensive Business Economics: Theory and Applications** Ishwar C. Dhingra	PB	2020	Rs. 2,895	
9789389296440	**Resource Base of the Indian Economy** Ishwar C. Dhingra	PB	2020	Rs. 1,595	
9789389296372	**Macroeconomics *(As per CBCS)*** Ishwar C. Dhingra	PB	2020	Rs. 1995	
9789386677204	**BACK to ROOTS Renewed Policy Focus on Indian Rural Economy** Ishwar C. Dhingra	HB	2018	Rs. 1,595	
9789386221629	**Indian Economy in 21st Century 'Winner' or "Also Ran"** Ishwar C. Dhingra	HB	2020	Rs. 1,895	
9789386221148	**Reform to Transform: Dynamics of Indian Economy During Modi-Era** Ishwar C. Dhingra	HB	2017	Rs. 1,895	
9789386221582	**Demonetisation: First Step Towards A Cashless Economy** Ishwar C. Dhingra	HB	2020	Rs. 895	
9789384370473	**Sustainable Development in India and South-East Asia** Ishwar C. Dhingra	HB	2020	Rs. 1,295	
9789386221575	**End of the 'End of Cold War' International Politics and Governance** Ishwar C. Dhingra, Sanjay Kataria	HB	2017	Rs. 1,595	
9789386221889	**Tomahawks Over Syria Final Trailer of Third World War?** Ishwar C. Dhingra, Sanjay Kataria	HB	2018	Rs. 595	
9789386677426	**Microfinance: Boon or Bane** Th Surjit Meitei, A Rajmani Singh	PB	2019	Rs. 1,295	
9789386221827	**Principles of Political Economy and Taxation** David Ricardo	PB	2018	Rs. 795	
9789386677259	**India's Global Economic Relations in 21st Century** Ishwar C Dhingra	HB	2018	Rs. 895	
9789386677242	**Vision and Mission of New India** Ishwar C. Dhingra	PB	2019	Rs. 995	
9789386677211	**Digitisation Beginning of the end of Underground Economy** Ishwar C. Dhingra, Sanjay Kataria	HB	2018	Rs. 695	
9789386221605	**Indian Handicrafts Industry:** **A Socia-economic and Political Perspective** Adya Prasad Pandey	HB	2016	Rs. 695	

**Prices are subject to change without prior notice.*

Manakin PRESS

PRICE LIST

Manakin PRESS

ISBN	Title/Author	Bind	Year of Publishing & Reprint Year	PRICE	Qty.
9789386221599	**Economics of Indian Toy Industry** Adya Prasad Pandey	HB	2018	Rs. 895	
9789386221711	**North Korea's Nuclear Threat: A Hoax?** Ishwar C. Dhingra	HB	2018	Rs. 695	
9789386677761	**Economic Aspects of Quality of Life** Shivesh	HB	2020	Rs. 695	
9789386677709	**Principle of Micro-Economics** ***(As per CBCS)*** Ishwar C. Dhingra	PB	2018	Rs. 995	
9789388342162	**Changing Paradigms in Financial Services Marketing** Ashish Gupta, Babita Yadav, Varsha Rokade	PB	2020	Rs. 995	
9789386677730	**Self Help Groups and Rural Women Empowerment** Shobhna Goyal, Meenu Maheshwari	PB	2018	Rs. 695	
9789389296419	**Microeconomics-I: An Intuitive Analysis** Rangalal Mohapatra	PB	2021	Rs. 1,495	
9789386677938	**Disguised Labour Force under Unpaid Care Work** Hema Prakash, Vinod Sen	PB	2020	Rs. 495	
	LITERATURE & EDUCATION				
9789384370589	**Nirala Ke Geet: Parampra or Paryog** Najis Begum	HB	2017	Rs. 895	
9789384370114	**What Children Really Want** Coomi S Vevaina	HB	2017	Rs. 895	
9789386221780	**English Language Grammar & Concepts** Abha Yadav	PB	2018	Rs. 695	
9789386221803	**A History of Elizabethan Literature** George Saintsbury	PB	2018	Rs. 795	
9789386221438	**How to Enjoy Your Life and Your Job** Dale Carnegie	PB	2018	Rs. 395	
9789384370596	**How to Stop Worring and Start Living** Dale Carnegie	PB	2016	Rs. 195	
9789384370602	**How to Win Friends and Influence People** Dale Carnegie	PB	2016	Rs. 195	
9789386221353	**The Time Machine** HG Wells	PB	2016	Rs. 95	
9789386221315	**Pride & Prejudice** Jane Austen	PB	2016	Rs. 265	
9789386221360	**Siddhartha an Indian Tale** Hermann Hesse	PB	2020	Rs. 195	
9789386677297	**Hatha Yoga or The Yogi Philosophy of Physical Well Being** Yogi Ramacharaka	HB	2018	Rs. 595	
9789386677495	**The Silk Route Society and Culture** Nasir Raza Khan	HB	2020	Rs. 895	
9789386677471	**Think and Grow Rich Unlease The Secret To Success** Napoleon Hill	PB	2018	Rs. 195	
	FICTION & NON-FICTION				
9789384370541	**Total Eternal Reflection** Ashok Shah	PB	2016	Rs. 495	
9789386221308	**Rastriya Ekta ka Sabal Sutra Ramcharitramanas** Shivnarayan Khanna	HB	2018	Rs. 695	
9789386221797	**Huzoor, Me Aapka Namak Khata Hu** Shivnarayan Khanna	HB	2018	Rs. 295	
9789386221322	**Wuthering Heights** Emily Bronte	PB	2018	Rs. 595	
9789386677600	**The Military Chronicles (A Series of the Army Trilogy)** **A Cadet's Unspeakable Truth!** Harsh Wardhan Pande	PB	2018	Rs. 795	
9789386677679	**Exitium. 3/12/2150** Saanika Kumar	PB	2018	Rs. 325	
9789386677686	**Exitium. 3/12/2150** Saanika Kumar	HB	2018	Rs. 425	
9789388342001	**The Arithmetic of Desires** Hina Alam	PB	2018	Rs. 295	
	BIOGRAPHIES				
9789386221544	**Swami Vivekananda: Life of a True Saint** Beenu Bhalla	HB	2020	Rs. 595	
9789384370749	**Rajniti Ke Sant: Pt. Deendayal Upadyay ka Jivan evam Darshan** Gulrej Sheikh	HB	2020	Rs. 695	

**Prices are subject to change without prior notice.*

PRICE LIST

ISBN	Title/Author	Bind	Year of Publishing & Reprint Year	PRICE	Qty.
9788192959863	**Rajniti Ke Sant: Pt. Deendayal Upadyay ka Jivan evam Darshan** Gulrej Sheikh	PB	2020	Rs. 395	
9789386221407	**The Diary of a Young Girl** Anne Frank	PB	2018	Rs. 495	
9789386677198	**The Story of My Experiments with Truth** Mahatma Gandhi	PB	2018	Rs. 895	
9789386677754	**Steve Jobs Journey of his Life & Its Lessons** Manakin Experts	PB	2018	Rs. 595	
	LAW				
9789384370527	**Terrorism: Its Legal Framework and Beyond** Mithilesh N Bhatt	HB	2017	Rs. 1,295	
9789384370251	**Queer, Crimes & Criminal Justice** Mithilesh Narayan Bhatt	HB	2020	Rs. 1,295	
9789384370534	**Cyber Crimes in 21st Century** Nidhi Saxena	HB	2020	Rs. 895	
9789386677440	**Anti Terrorism Laws in India** Caesar Roy	HB	2018	Rs. 1,595	
9789386677228	**The Power of Information: An Interpretation of RTI in the Context of Underprivileged and the Beneficiaries** Kuldeep Singh	PB	2018	Rs. 595	
9789386221933	**New Dimensions of Intellectual Property Rights** Nidi Saxena, Veer Mayank	PB	2020	Rs. 1,895	
9789386677921	**Judge Made Laws for Effective Policing** Mithilesh N. Bhatt	PB	2019	Rs. 1,295	
9789388342223	**Health Laws in India** Dr. Caesar Roy	PB	2019	Rs. 2895	
	ENVIRONMENTAL STUDIES				
9789386677907	**Environmental Impact Assessment** K.M. Baharul Islam, Zafar Mahfooz Nomani	PB	2019	Rs. 795	
9788193877210	**Environmental Science** *(Forthcoming)* Dr. Bhupender	PB	2021	Rs. 395	
	HINDI				
9789384370749	**Rajniti Ke Sant:** **Pt. Deendayal Upadyay ka Jivan evam Darshan** Gulrej Sheikh	HB	2017	Rs. 695	
9788192959863	**Rajniti Ke Sant: Pt. Deendayal Upadyay ka Jivan evam Darshan** Gulrej Sheikh	PB	2017	Rs. 395	
9789386221308	**Rastriya Ekta ka Sabal Sutra Ramcharitramanas** Shivnarayan Khanna	HB	2018	Rs. 695	
9789386221797	**Huzoor, Me Aapka Namak Khata Hu** Shivnarayan Khanna	HB	2018	Rs. 295	
9789384370589	**Nirala Ke Geet: Parampra or Paryog** Najis Begum	HB	2017	Rs. 895	
9789386221728	**Vedic Ganit Ka Sanjhipt Itihas** B.N. Mishra, Bimal Kumar Mishra	PB	2020	Rs. 495	
	ENGINEERING | Mechanical				
9789384370305	**Steel Rolling: Principle, Process & Application** NK Gupta	HB	2016	Rs. 2,895	
9789384370169	**Metal Cutting Tool Production** M Palay	HB	2016	Rs. 1,295	
9789384370060	**Repair of Industrial Equipment** B Gelberg, G Pekelis	HB	2016	Rs. 1,595	
9789384370084	**Motor Vehicle Engines** M Khovakh	HB	2016	Rs. 1,595	
9789386677501	**Continuum Mechanics** Prasun Kumar Nayak, MR Seikh	PB	2022	Rs. 995	
	ENGINEERING | Civil				
9789386677839	**Quarrying of Raw Materials in Cement Plants** *(Forthcoming)* TM Aggarwal	HB	2022	Rs. 2,895	
9788192959832	**Gypsum & Gypsum Products: Their Science & Technology** Manjit Singh	HB	2015	Rs. 2,995	
9789384370206	**Mineralogy** AV Milovsky, OV Kononov	HB	2017	Rs. 4,995	
9788192959801	**Environmental Control in Cement Plants** TM Aggarwal	HB	2015	Rs. 2,895	
9789386221018	**Environmental Control in Thermal Power Plants** TM Aggarwal	HB	2020	Rs. 3,295	
9789384370121	**Road and Building Materials** SV Shestoperov	HB	2016	Rs. 1,295	

**Prices are subject to change without prior notice.*

PRICE LIST

ISBN	Title/Author	Bind	Year of Publishing & Reprint Year	PRICE	Qty.
9789384370107	**Plugging Materials and the Cementing of Wells** A Bulatov	HB	2016	Rs. 995	
9789384370039	**Structural Mechanics** A Darkov	HB	2020	Rs. 1,695	
	ENGINEERING | Electronics & Electrical				
9789384370091	**Theory of Automatic Control** A Netushil	HB	2017	Rs. 2,495	
9789386221155	**Linear Network Theory** Clifford D Ferris	HB	2020	Rs. 1,595	
9789389296679	**Basics of Digital Electronics** Banani Ghosh	PB	2021	Rs. 1,295	
9789386677983	**Integrated Circuit Fabrication** Kumar Shubham, Ankaj Gupta	PB	2019	Rs. 1,295	
9789386677884	**Modern Electronics & Communication Engineering** ML Anand	PB	2019	Rs. 1,295	
9789384370336	**Machine Intelligence Research and Advancement** Vijay Nehra, Sandeep Dahiya, Sudesh Nandal, Rajender Kumar, Priyank	HB	2020	Rs. 1,895	
9789384370190	**Fundamentals of Cable Engineering** V Privezemtsev	HB	2017	Rs. 1,295	
9789386677006	**Principles of Communication Engineering** ML Anand	HB	2020	Rs. 1,595	
	COMPUTER SCIENCE & IT				
9789384370497	**Programming with Python:and its applications to Physical Systems** M Shubhakanta Singh	HB	2020	Rs. 995	
9789384370275	**Programming with Python:and its applications to Physical Systems** M Shubhakanta Singh	PB	2020	Rs. 795	
9789386677365	**Data Structure using C Theory and Program** Ahmad Talha Siddiqui	HB	2020	Rs. 795	
9789384370053	**Computer Graphics & CAD** CS Verma, Rajesh Purohit, Koyel Datta Gupta, Harsha Verma	HB	2016	Rs. 995	
9789392062001	**Testing and Security of Web Applications** Dr. Rajiv Chopra	PB	2022	Rs. 795	
9789384370404	**Computer Graphics & CAD** CS Verma, Rajesh Purohit, Koyel Datta Gupta, Harsha Verma	PB	2016	Rs. 895	
	ENGINEERING | Robotics & Control				
9789384370183	**Stochastics, Control and Robotics** Harish Parthasarathy	HB	2017	Rs. 2,095	
9788193877289	**Stochastics, Control and Robotics** Harish Parthasarathy	PB	2017	Rs. 1,895	
9789384370367	**Electromagnetics, Control & Robotics:** **A Problems & Solutions Approach** Harish Parthasarathy	HB	2017	Rs. 1,895	
9788193877272	**Electromagnetics, Control & Robotics:** **A Problems & Solutions Approach** Harish Parthasarathy	PB	2020	Rs. 1,595	
	MATHEMATICS				
9789384370268	**Engineering Mathematics-I:** **Assignment & Tutorial Approach-Fully Solved** Rakesh Dube, O P Chaudhary, Nimisha	PB	2020	Rs. 895	
9789389296402	**A Text Book of Engineering Mathematics-I** Dr. A. K. Malik, Dr. Priya Mathur and Dr. Sunil Dutt Purohit	PB	2020	Rs. 695	
9789388342193	**A Text Book of Engineering Mathematics-II** Dr. A. K. Malik, Dr. Priya Mathur and Dr. Sunil Dutt Purohit	PB	2020	Rs. 695	
9789384370299	**Engineering Mathematics-II:** **Assignment & Tutorial Approach-Fully Solved** Rakesh Dube, O P Chaudhary, Nimisha	PB	2015	Rs. 895	
9789384370350	**Engineering Mathematics-III/IV:** **Assignment & Tutorial Approach-Fully Solved** Rakesh Dube, O P Chaudhary, Nimisha	PB	2015	Rs. 795	
9789384370152	**Elementary Operations Research** Mohammad Shadab Khan	HB	2020	Rs. 995	

**Prices are subject to change without prior notice.*

PRICE LIST

ISBN	Title/Author	Bind	Year of Publishing & Reprint Year	PRICE	Qty.
9789384370077	**Elementary Operations Research** Mohammad Shadab Khan	PB	2020	Rs. 895	
9789384370237	**Higher Mathematics for Science & Engineering** Rakesh Dube, Nimisha, OP Chaudhary	HB	2017	Rs. 2,995	
9789386221728	**Vedic Ganit Ka Sanjhipt Itihas** B.N. Mishra, Bimal Kumar Mishra	PB	2020	Rs. 495	
9789386221926	**Straight Lines and Curves** N B Vasilyev, VL Gutenmacher	PB	2018	Rs. 595	
9789386677334	**A Course of Pure Mathematics 3rd Edition** Godfrey Harold Hardy	PB	2020	Rs. 795	
9789386221742	**The Theory of Probability** BV Gnedenko	PB	2018	Rs. 795	
9789386677174	**A History of Mathematics** Florian Cajori	PB	2018	Rs. 795	
9789386677150	**An Introduction to Mathematics** Alfred North Whitehead	PB	2018	Rs. 495	
9789386677051	**Selected Problems in Discrete Mathematics** GP Gavrilov, AA Sapozhenko	PB	2018	Rs. 795	
9789386677013	**Partial Differential Equations** VP Mikhailov	PB	2018	Rs. 695	
9789386221841	**Problems in Mathematical Statistics** G Ivchenko, YU. Medvedev, A. Chistyakov	PB	2018	Rs. 595	
9789386221964	**Problems in Higher Mathematics** VP Minorsky	PB	2018	Rs. 695	
9789386677020	**Equations of Mathematical Physics** AV Bitsadze	PB	2018	Rs. 695	
9789386677037	**Calculus Made Easy:** **Differential Calculus and the Integral Calculus (2nd Edition)** Silvanus Thompson	PB	2020	Rs. 595	
9789386677044	**Problems and Exercises in Integral Equations** M Krasnov, A Kiselev, G Makarenko	PB	2020	Rs. 495	
9789386677716	**Business Mathematics and Logical Reasoning** AP Verma	PB	2018	Rs. 1,295	
9789386677952	**Business Statistics** AP Verma	PB	2019	Rs. 1,295	
9789386677556	**General Relativity and Cosmology with Engineering Applications** Harish Parthasarathy	PB	2018	Rs. 2,895	
	PHYSICS				
9789386221162	**Special Theory of Relativity and Relativistic Electromagnetism (2nd Edition)** Raj Kumar Tyagi	HB	2020	Rs. 895	
9789392062056	**Quantum, Stochastic and Non Linear Aspects of Transmission Lines and WaveGuides** Lalit Kumar, V S Pandey, Harish Parthasarathy, Vibhakar Shrimali	PB	2022	Rs. 795	
9789384370022	**Physics Education: The Alternative Frameworks** SV Sharma	HB	2017	Rs. 895	
9789386221339	**Relativity: The Special and the General Theory** Albert Einstein	HB	2018	Rs. 595	
9789386221759	**Introduction to Plasma Physics** BM Smirnov	PB	2018	Rs. 495	
9789386677372	**An Introduction to Physics for Technical Students** PJ Haler, AH Stuart	HB	2020	Rs. 695	
9789388342032	**An Introduction to Physics for Technical Students** PJ Haler, AH Stuart	PB	2020	Rs. 495	
9789386221872	**Quantum Mechanics for Scientists and Engineers** Harish Parthasarathy	PB	2018	Rs. 695	
9789384370701	**A Survey of Advanced Quantum Mechanics & Related Topics** Harish Parthasarathy	HB	2018	Rs. 1,495	
9788193877265	**A Survey of Advanced Quantum Mechanics & Related Topics** Harish Parthasarathy	PB	2018	Rs. 1,295	
9789386677136	**Key Problems of Physics and Astrophysics** VL Ginzburg	PB	2018	Rs. 595	
9789388342216	**Waves and Optics (As per CBCS)** Harish Parthasarathy	PB	2019	Rs. 1295	
9789386677143	**Elementary Principles in Statistical Mechanics** J Willard Gibbs	PB	2018	Rs. 695	
9789386221865	**Nuclear Physics and Nuclear Reactors** A Klimov	PB	2020	Rs. 895	
9789386221810	**Space Time Gravitation** Yu Vladimirov, N Mitskievich, J Horsky	PB	2018	Rs. 595	

**Prices are subject to change without prior notice.*

PRICE LIST

ISBN	Title/Author	Bind	Year of Publishing & Reprint Year	PRICE	Qty.
9789386677082	**Laser Physics and Applications** LV Tarasov	PB	2018	Rs. 495	
9789386221957	**Questions and Problems in Physics** L.Tarasova	PB	2019	Rs. 395	
9789386221971	**Magnetism of Elementary Particles** SV Vonsovsky	PB	2018	Rs. 695	
9789386221858	**Problems in Atomic and Nuclear Physics** IE Irodov	PB	2020	Rs. 695	
9789386677068	**A Physicist's ABC on Plasma** LA Artsimovich	PB	2018	Rs. 375	
9789386677099	**Electrodynamics** Yu. Novozhilov, Yu. A Yappa	PB	2018	Rs. 695	
9789386677112	**Problems in General Physics** IE Irodov	HB	2018	Rs. 695	
9789386677129	**Treatise on Thermodynamics** Max Planck	PB	2020	Rs. 695	
9789386677167	**The Theory of the Relativity of Motion** Richard Chace Tolman	PB	2018	Rs. 595	
9789386677075	**Problems of Wave Optics** SE Frish	PB	2018	Rs. 195	
9789386221896	**Quasi Particles** MI Kaganov, IM Lifshits	PB	2018	Rs. 195	
9789386677389	**Theoretical Physics** AS Kompaneyets	HB	2018	Rs. 1,295	
9789388342049	**Theoretical Physics** *AS Kompaneyets*	PB	2018	Rs. 995	
9789386677808	**Quantum Antennas** Harish Parthasarathy	PB	2019	Rs. 1,895	

**Prices are subject to change without prior notice.*

ORDER FORM

Please complete and return the form by post / e-mail

Manakin PRESS

For Orders and Enquiries

Call: +91-11-45328300
E-mail: info@manakinpress.com

Communication Address:
B-300, Okhla Industrial Area,
Phase-I, New Delhi - 110020

Billing Information

Please write clearly to avoid delivery errors

Title_____Full Name _____

Designaon _____

Department _____

Organizaon _____

Items are sent via post / courier; please provide a street address:

Street Address _____

_____Pin Code _____

Tel_____ Mobile_____/_____

_____Email_____@_____

Mode of Payment

☐ CASH ☐ CHEQUE ☐ DRAFT ☐ RTGS/NEFT

CASH

Customer can walk-in to our office and pay the amount by mentioning their contact number. An instant electronic receipt shall be provided to the customer.

CHEQUE / DEMAND DRAFT

If you choose to pay your amount through Cheques / Demand Draft, please draw in favour of "**MANAKIN PRESS PVT. LTD.**"

Do mention your name and contact number on the reverse of the Cheque / Demand Draft. Please note, we only accept Cheques / Demand Drafts which are in Indian rupee denominations. The Cheques / Demand Drafts can either be submitted at our office or can be given to our sales personnel.

RTGS / NEFT

If you choose to pay your amount through RTGS / NEFT, our bank account details are as follows:

Beneficiary MANAKIN PRESS PRIVATELIMITED
PAN No. AAJCM0971E / **MICR** 110211077 / **CIN No.** U22100DL2014PTC265102
GST No.07AAJCM0971E1ZJ
Bank IFSC Code UTIB0001021 / **Current A/c No.** 915020027332158
Name of the Bank AXIS BANK LTD, KALKAJI, NEW DELHI [DL] – 110019.

Also buy online from

Flipkart amazon Manakin PRESS

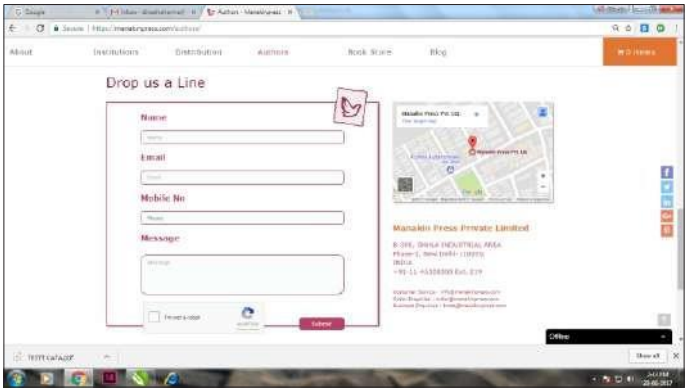
Invitation to Authors

Manakin Press welcomes all the authors who are ready to write and share their knowledge with global student and academic community.

Aspiring authors may share the Idea / Proposal on

publisher@manakinpress.com

We recommend that you go through the "Authors" page on the Manakin website
http://manakinpress.com/authors/



The page contains relevant information on our procedures for handling accepted manuscripts. You can go through the page and the subsequent links for the information or choose to download the PDF version available there.

Free to download

View our wide range of online catalogs to see the latest titles published within your subject area of interest.

OPPORTUNITIES FOR DISTRIBUTOR'S

If you or your organization would like to discuss about distributorship of our publication, please do get in touch.

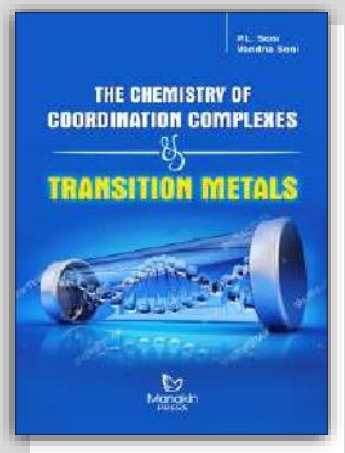
info@manakinpress.com

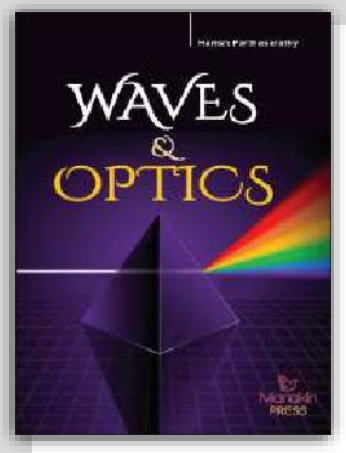
Manakin PRESS

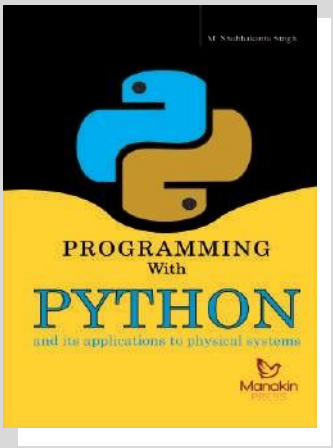
Correspondence Address:

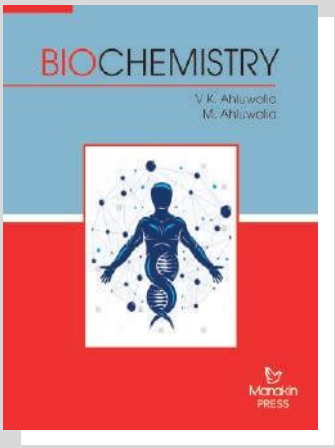
Manakin Press Pvt. Ltd.

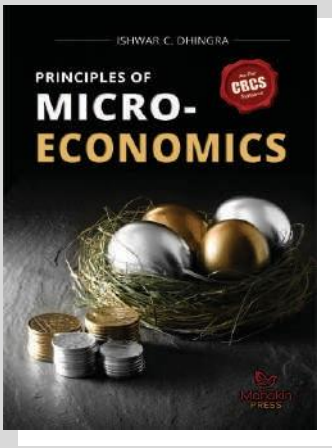
B-300, Okhla Industrial Area, Phase-1, New Delhi-110020, INDIA
Phone: +91-11-45328300 | **Mobile**: +91-9811072849
E-mail: info@manakinpress.com; www.manakinpress.com

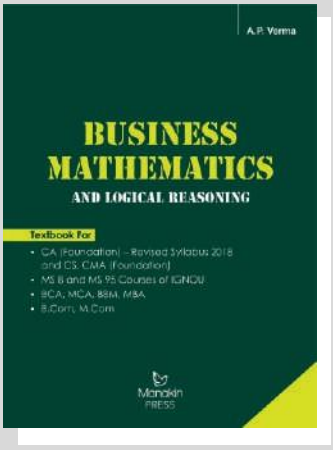


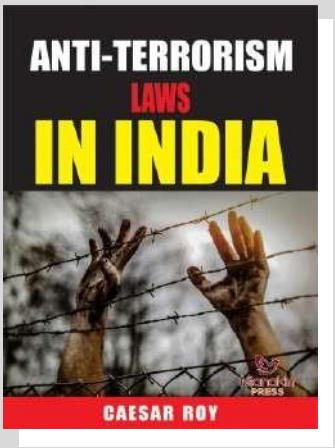


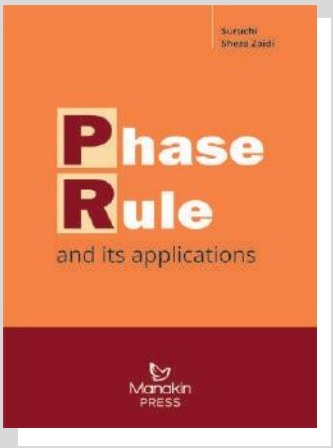












Manakin PRESS

NEW DELHI

www.manakinpress.com

B-300, Okhla Industrial Area, Phase-1, New Delhi-110020, INDIA
Phone: +91-11-45328300 | **Mobile**: +91-9811072849
E-mail: info@manakinpress.com

Available at:

amazon Flipkart Manakin PRESS

For Orders and Enquiries
Mobile: +91-9811072849; E-mail: info@manakinpress.com; Website: www.manakinpress.com