

# Asian Resonance

## *Editorial Board for the Asian Resonance*

### *April- 2021*

<b>FOUNDER PATRON</b>	<b>EDITOR</b>
<p><b>Late. Dr. M.D. Pathak</b>  <b>Chairman</b>, Centre for Research &amp; Development of Waste &amp; Marginal Land  <b>Ex. Director General</b>, U.P. Council of Agriculture Research, U.P.  <b>Ex. Director</b>, Research and Training, International Rice Research Institute, Manila, Philippines</p>	<p><b>Dr. Rajeev Misra</b>            Secretary,            Social Research Foundation, Kanpur            indra.rajeev@gmail.com            asianresonance@gmail.com</p>
<b>EXECUTIVE BOARD</b>	
<p><b>Dr. Ashok Kumar</b>            President,            Social Research Foundation, Kanpur            Vice- Chancellor, Nirwan University, Jaipur, Rajasthan,            Ex- V.C., Vedic University, Rajasthan,            Ex- V.C., C.S.A. Agricultural University, Kanpur, U.P.            Ex- V.C., C.S.J.M.U., Kanpur, U.P.            Ex-V.C., D.D.U., Gorakhpur, U.P.</p>	<p><b>Dr. Asha Tripathi</b>            Senior Vice-President,            Social Research Foundation, Kanpur            asha23346@gmail.com</p>

#### EDITORIAL-ADVISORY BOARD

Political Science and International Relation	Sociology and Social Anthropology	Library & Information Science
<p><b>Prof. Vandana Asthana</b>            Eastern Washington University,            Cheney, WA</p>	<p><b>Dr. K. Bharathi</b>            Arba Minch University,            Arba Minch, Ethiopia, North Africa</p>	<p><b>Dr. U. C. Shukla</b>            Fiji National University,            Lautoka, Fiji</p>

English		
<p><b>Dr. Teena Gautam</b>            Lecturer,            International College of Law Business Administration and Technology,            Ajman, UAE</p>	<p><b>Roohi Andalib Huda</b>            Assistant Professor,            BRAC University,            Dhaka, Bangladesh</p>	<p><b>Ganga Nand Singh</b>            Assistant Professor,            Vinoba Bhave University,            Hazaribagh, Jharkhand, India</p>
<p><b>Dr. Kironmoy Chetia</b>            Assistant Professor,            C.K.B. Commerce College,            Jorhat-1, Assam, India</p>	<p><b>Dr. Niraj Dang</b>            Assistant Professor            Vinoba Bhave University,            Hazaribagh, Jharkhand, India</p>	<p><b>Rajiv Kumar</b>            Assistant Professor            C.R.A. College,            Sonapat, Haryana, India</p>
<p><b>Jayant S. Cheerkar</b>            Assistant Professor,            A.C.S. College, Shankarnagar,            Maharashtra, India</p>	<p><b>Geeta Lakhotra</b>            Assistant Professor,            Samba College, Udampur,            Samba, Jammu and Kashmir, India</p>	<p><b>Sumant Kumar Jha</b>            Researcher            P.P.K College, Bundu,            Ranchi, Jharkhand, India</p>
<p><b>Ameer Ahmad Khan</b>            Assistant Professor,            G.F. College, Shahjahanpur,            Uttar Pradesh, India</p>		

Marketing Management	Commerce	
<p><b>Dr. Nilanjan Ray</b>            Associate Professor            Adamas University,            Kolkata, West Bengal, India</p>	<p><b>Prakash Chandra Swain</b>            Director            S.P. Commerce Hub Pvt. Ltd.            Bhubaneswar, Odisha, India</p>	<p><b>Mr. Abhijeet Bag</b>            Assistant Professor            Cooch Behar Panchanan Barma            University, Panchanan Nagar,            West Bengal, India</p>

Geography		History
<b>Ashutosh Birla</b> Assistant Professor Government College, Deoli, Rajasthan, India	<b>Dr. Jitesh Chandra Roy</b> Assistant Professor Panskura Banamali College, Panskura, West Bengal, India	<b>Dr. Sanjeev Kumar Tandle</b> Assistant Professor (SSL) Govt. First Grade College, Manhalli, Karnataka, India
Chemistry		
<b>Dr. Munesh Kumar</b> Ex. Associate Professor (Retd.) D.P.D.S. (P.G.) College, Anoopshahr Bulandshahr, Uttar Pradesh, India	<b>Dr. Pranjali Purohit Bhatt</b> Assistant Professor, Graphic Era (deemed to be) University, Dehradun, Uttarakhand, India	<b>Dr. Mukti Verma</b> Assistant Professor, C.C. S. University, Meerut, U.P., India
<b>Dr. Pushpraj Singh</b> Assistant Professor Govt. Girls Degree, College, Chhibramau, Kannauj, Uttar Pradesh, India	<b>Dr. Suman Chauhan</b> Assistant Professor C.C.S. University, Meerut, Uttar Pradesh, India	
Education		
<b>Mr. Pankaj K. Tiwari</b> HOD Veer Bhadur Mahila Vidhayalya, Lucknow, Uttar Pradesh, India	<b>Dr. Aisha Abbasi</b> HOD ERAM Girls Degree College, Lucknow, Uttar Pradesh, India	<b>Neeta Satsangi</b> Junior Assistant Dayalbagh Educational Institute, (Deemed University), Agra, Uttar Pradesh, India
<b>Dr. Surinderpal Kaur</b> Assistant Professor Punjabi University, Patiala, Punjab, India	<b>Dr. Prasanta Kumar Banik</b> Assistant Professor Rajiv Gandhi University, Papumpare, Arunachal Pradesh, India	<b>Dr. Madhu Khandelwal</b> Principal Khandelwal T.T. College, Bharatpur, Rajasthan, India
Zoology		
<b>Paresh Chandra Pal</b> Associate Professor Ramanandan College, Bishnupur, West Bengal, India	<b>Dr. Manish Maheshwari</b> Assistant Professor N.R.E.C. College, Khurja, Uttar Pradesh, India	<b>Rana Taj</b> Associate Professor S.R.L.S. Govt. College, Kaladera, Jaipur, Rajasthan, India
<b>Laxmi Yadav</b> Associate Professor K.P.M. Govt. Women Degree College, Aurai, Bhadohi, Uttar Pradesh, India	<b>Dr. Ayesha Siddiqua</b> Assistant Professor Mata Gujri Mahila Mahavidyalaya(Auto), Jabalpur, Madhya Pradesh, India	<b>Neetu Soni</b> Lecturer Govt. Science College, Jabalpur, M.P., India
<b>Dr. Neena Gupta</b> Associate Professor S.K. Govt. Girls College, Sikar, Rajasthan, India	<b>Dr. Prafulla Chandra Raut</b> Assistant Professor Model Degree College, Deogarh, Phulapatharakhola, Odisha, India	<b>Kiran Yadav</b> Assistant Professor Maharaja Bijli Pasi Government Degree College, Lucknow, Uttar Pradesh, India
Economics		Anthropology
<b>Prof. R.P. Mangani</b> Professor N.I.R.D., Hyderabad, India	<b>Manjulata Kashyap</b> Assistant Professor Govt. T.C.L. P.G. College, Janjgir, Chhattisgarh, India	<b>Dr. Rashmi Pramanik</b> Assistant Professor Sambhalpur University, Sambhalpur, Odisha, India
Statistics		Biotechnology
<b>Anil Kumar Bhardwaj</b> Assistant Professor University of Rajasthan, Jaipur, Rajasthan, India	<b>Dr. Jayant Singh</b> Associate Professor University of Rajasthan, Jaipur, Rajasthan, India	<b>Swapnil Yadav</b> Head Gandhi Faiz-e-Aam college, Shahjahanpur, Uttar Pradesh, India
Law		
<b>Vimal Joshi</b> Professor, Chairperson & Dean (Retd.) BPS Women University, Khanpur Kalan, Sonapat, Haryana, India	<b>Dalpat Singh</b> Assistant Professor Jai Narayan Vyas University, Jodhpur, Rajasthan, India	<b>Tanzeem Fatima</b> Assistant Professor, Aligarh, Uttar Pradesh, India

Botany		
<b>Dr. Shyamal Kanti Mallick</b> Associate Professor Ramananda College, Bishnupur, Bankura, West Bengal, India	<b>Pragya Agarwal</b> Assistant Professor Govt. Girls College, Katni, Madhya Pradesh, India	<b>Dr. Animesh Mondal</b> Assistant Professor Banwarilal Bhalotia College, Asansol, West Bengal, India
<b>Pramod Medhi</b> Assistant Professor ( Stage-III) Pandu College, Guwahati, Assam, India	<b>Dr. Swapanil Yadav</b> Assistant Professor HEAD G.F. College, Shahjahanpur, Uttar Pradesh, India	<b>Dr. Archana Srivastava</b> Associate Professor D.G. College, Dehradun, Uttarakhand, India
<b>Mrigendra Nath Deka</b> Associate Professor North Guwahati College, Guwahati. Assam, India	<b>Praveen Kumar Tak</b> Associate Professor MLV Government P.G. College, Bhilwara, Rajasthan, India	<b>Dr. K.L. Meena</b> Associate Professor MLV Government P.G. College, Bhilwara, Rajasthan, India
<b>Sameer Kumar Mukhrerjee</b> Principal Bankura Sammilani College, Bankura, West Bengal, India		

Social Work		
<b>Gitanjali Panda</b> Assistant Professor, Fakir Mohan University, Balasore, Odisha, India	<b>Dr. D.K. Singh</b> Professor, University of Lucknow, Lucknow, Uttar Pradesh, India	<b>Gian Chand</b> Assistant Professor, Bhagat Phool Singh Mahila Vishwavidyalaya, Haryana, India
<b>Vivek Trivedi</b> Social Development Expert Panjab University, Chandigarh, Punjab, India		

Psychology		
<b>Dr. Anuradha Singh</b> Associate Professor M.K.P. (P.G.) College, Dehradun, Uttarakhand, India	<b>Dr. Archana Varma</b> Associate Professor D.G.P.G. College, Kanpur, Uttar Pradesh, India	<b>Kiransinh N Rahpt</b> Assistant Professor Government Arts College, Shaheera, Gujrat, India
<b>Dr. B.S. Parimal</b> Assistant Professor The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat, India	<b>Dr. Sukhminder Kaur</b> Associate Professor Punjab University, Patiala, Punjab, India	<b>Kamlesh Kharadi</b> Assistant Professor Vijaynagar Arts College, Saroli, Gujarat, India

Sociology		STRIDE
<b>Vinod Kumar</b> Associate Professor, Punjab University, Chandigarh, India	<b>Dr. Shad Ahmad</b> Assistant Professor Mumtaj P.G. College, Daliganj, Lucknow, Uttar Pradesh, India	<b>Dr. Tata Ramakrishna</b> Assistant Professor IGNOU, New Delhi, India

# Asian Resonance

## Our Other Publications

Distributed by **Subscription/Declaration Form for the Publication of Paper in Journals/Magazine**

128/170, H-Block, Kidwai Nagar, Kanpur - 208011



**Social Research Foundation**  
*Committed for quality education*



Contact : 0512-2600745, 9335332333, 9839074762  
E-mail : socialresearchfoundationkanpur@gmail.com \* Website : www.socialresearchfoundation.com



**डॉ० राजीव मिश्रा**  
उपेक्षक - 2015

---

**Submit Research Paper for International Journals**



**Asian Resonance**  
Double Blind Peer Reviewed / Refereed Quarterly Research Journal  
P-ISSN: 0976-8602, E-ISSN: 2349-9443, RNI No.: UPENG/2012/42622  
(Impact Factors) SJIF: 7.076 , IJIF: 6.104, GIF: 0.876





**Periodic Research**  
Double Blind Peer Reviewed / Refereed Quarterly Research Journal  
P-ISSN: 2231-0045, E-ISSN: 2349-9435, RNI No. UPBIL/2012/55438  
(Impact Factors) SJIF: 7.147 , IJIF: 6.784





**Shrinkhla Ek Shodhparak Vaicharik Patrika**  
Peer Reviewed / Refereed Monthly Research Journal  
P-ISSN: 2321-290X, E-ISSN: 2349-980X, RNI No.: UPBIL/2013/55327  
(Impact Factors) SJIF: 6.746 , IJIF: 6.038, GIF: 0.543





**Remarking an Analisation**  
Peer Reviewed / Refereed Monthly Research Journal  
P-ISSN: 2394-0344, E-ISSN: 2455-0817, RNI No. : UPBIL/2016/67980  
(Impact Factors) SJIF:6.509, IJIF: 6.134, GIF: 0.543





**Innovation The Research Concept**  
Peer Reviewed / Refereed Monthly Research Journal  
P-ISSN: 2456-5474, RNI No. UPBIL/2016/68367  
(Impact Factors) SJIF: 6.122, IJIF: 4.112





**Anthology: The Research**  
Peer Reviewed / Refereed Monthly Research Journal  
P-ISSN: 2456-4397, RNI No. UPBIL/2016/68067  
(Impact Factors) SJIF: 6.018, IJIF: 4.02



**Submission Deadline- 15<sup>th</sup> of Every Month**

Mail Id- socialresearchfoundationkanpur@gmail.com

**Paper Publication Charges**

For Online Copy + e-certificate = Rs.1800/-  
For Online + Print version + Hard copy of Certificate = Rs. 2500/-

For any more query visit on our website OR contact on 8738015703, 9335332333 and 9839074762  
Website- www.socialresearchfoundation.com

**Beware of Fraud- Please note that Social Research Foundation, Kanpur never publishes any journal other than above.**

## *Editorial.....*

Friends,

I feel great pleasure to present this issue in front of you. In several year of journey of this journal, we face many stages of ups and down, but we did not compromise with quality of papers and our strategies.

As a result of such efforts now Asian Resonance is a renowned and reputed journal of the world having a rating by Scientific Impact Factor, Morracco and Global Impact Factor, Australia & IJIF, India. It is also a matter of pride for us that our journal Asian Resonance is also indexed in ROAD a Directry of Open Access Scholarly Resources supported by UNESCO.

In this year, National Science Library and CSIR have put the name of Asian Resonance as sample entry in preface part of the Directory of Indian Journal.

All the papers have good quality of Research and producing new idea for study. I hope that it will be more useful for researcher.

I am thankful to all the Authors, Reviewers and our Colleagues.

  
**(Dr. Rajeev Misra)**

मुद्रक/प्रकाशक राजीव कुमार मिश्रा द्वारा ए. एण्ड एस. कम्प्यूटर्स, 127/1/61, डब्ल्यू-1, साकेत नगर, कानपुर से मुद्रित एवं 128/170, एच ब्लॉक, किदवई नगर, कानपुर से प्रकाशित।

संपादक : डा0 राजीव कुमार मिश्रा, **Mobile No.** 9335332333, 9839074762

**Mail id:** socialresearchfoundation2010@gmail.com, socialresearchfoundationkanpur@gmail.com, socialresearchfoundation@gmail.com **website:** www.socialresearchfoundation.com

## Publication Ethics

The publication ethics of journal “Asian Resonance” follows the guidelines of COPE (Committee on Publication Ethics). The process of paper publication is clearly mentioned on our website <http://www.socialresearchfoundation.com/resonance.php#2>. Each and every paper follows the strict reviewing policy. Since ASIAN RESONANCE is a double blind Peer-reviewed journal, so manuscript is reviewed at 3 steps. Firstly, on primary level it is reviewed/screened/plagiarism checked by our in-house editors. Secondly, author has to send a Recommendation Letter duly signed by the reviewer from same subject/area of interest under our peer-review policy. Then, thirdly it sends to two editors from the same field and it publishes after receiving the corrected manuscript revised by the author as per the editor’s suggestion/comments. The following norms have been covered under ethical policy of journal:

### Author’s Responsibility

- Submitted manuscript must be original, drafted as per guidelines of paper submission (given on <http://www.socialresearchfoundation.com/resonance.php#4>) and should not be submitted or published anywhere else.
- A Declaration Form has also been submitted at the time of submission of Manuscript to declare that no fraudulent data has been taken or plagiarized, if any discrepancy is found then all the liability is of author’s own.
- In case of more than one author, each author has to sign the declaration form.
- In case of quoted matter or data/figures taken from any source, it must be supported by proper references/footnotes.
- Author is fully responsible that the submitted manuscript is his/her own effort and are purely personal judgment of author(s) and do not reflect the views of institution or the organization they are associated with.
- Authors are bound to revise/improve the manuscript as per the suggestions/comments of Reviewer/Editor. If anyone is not able/willing to do the changes/improvement, a clarification with the proper reason must given by corresponding author to the publisher and it must be approved by editor/publisher.
- An acknowledgement regarding funding sources/contribution of any institution, organization, individual or any third party must be disclosed.
- For change, addition and removal of any author(s) in pre or post publication, code of conduct of COPE must be followed-
  - a. Request for addition of extra author before publication: [http://publicationethics.org/files/u7140/Authorship%20A\\_0.pdf](http://publicationethics.org/files/u7140/Authorship%20A_0.pdf)
  - b. Request removal of author before publication: <http://publicationethics.org/files/u7140/Authorship%20B.pdf>
  - c. Request for addition of extra author after publication: <http://publicationethics.org/files/u7140/Authorship%20C.pdf>
  - d. Request for removal of author after publication: <https://publicationethics.org/files/Authorship%20D.pdf>

**Editor's Responsibility**

- A clear policy for editors/reviewers has been given on our website <http://www.socialresearchfoundation.com/resonance.php#3>
- Since ASIAN RESONANCE is a double blind Peer-reviewed journal, so each and every paper is reviewed at 3 steps. Firstly, on primary level it is reviewed/screened/plagiarism checked by our in-house editorial team, Secondly, author has to send a Recommendation Letter duly signed by the reviewer from same subject/area of interest. Then, thirdly it sends to the two editors from the same field.
- Research Articles/Manuscript has send to editors without disclosing the name, gender, caste, area, identity of authors.
- Editors/Reviewers are never pressurized to accept/favor any research paper/manuscript in order to publication or in interest of author. They are unconditionally independent to give their suggestions/comments to improve the quality of submitted research article.
- Journal expects their Editors/Reviewers that they will review the manuscript confidentially and they will not disclose/reveal/discuss over the matter the manuscript with the third party.

**Publication Process**

- ✓ Authors have to fulfill all the formalities as publication fee, subscription form and Recommendation Letter etc. with his/her paper.
- ✓ After confirmation of payment, SRF sends the paper to the concerning expert for review. This process may take minimum 15 days period or more.
- ✓ Author may change any of his/her personal details by log-in his/her personal account on SRF website. He can also download Payment Receipt, Acknowledgement Letter, Certificate of Membership and Certificate of paper Publication.
- ✓ As SRF received Comments from his reviewer, its immediately passes-on the same report to the related author for correction in his/her paper.
- ✓ If paper is accepted without any suggestion/correction, an Acceptance Letter is issued to Author. Author can download the Acceptance Letter from their personal ID on SRF website.
- ✓ If any corrections/ suggestions are given by expert, after receiving corrected paper from author SRF issues the Acceptance Letter.
- ✓ After that paper is composed in prescribed format of particular journal, PDF file is sent to the concerning author for final proof reading with a format of correction sheet.
- ✓ Author reads the proof carefully and sends an "OK" mail to SRF, if there is no correction. In case any correction is required, author informs corrections to SRF in prescribed format.
- ✓ After incorporating all the corrections in paper, SRF uploads that issue on website and sends messages to all the Authors to see the on-line version.
- ✓ After two days of being on-line, SRF starts the process for its publication in print version.
- ✓ Printing process would about 10-20 days.
- ✓ Before dispatch, address of all the authors are confirmed by Mail/Message, thereafter print copy of Journal is dispatched by Registered Book Post.

**Subscription Rates**

Single Paper Publication (Online + Print + Certificate)	:	Rs. 2500/-
Single Paper Publication (Online + e-Certificate)	:	Rs. 1800/-
Charges for more than 3 authors (Per additional author*)	:	Rs. 1000/-
Institutional Membership (Online + Print) (Annually)	:	Rs. 2500/-

\* Extra hard copy will dispatch against per additional author charges.

**In case of Demand Draft/Multi-city Cheque****Address of Correspondence**

Social Research Foundation,  
128/170, H-Block,  
Kidwai Nagar, Kanpur,  
Uttar Pradesh 208011 India

**In Case of Online Payment****Bank Account Details**

A/c Holder Name	:	Social Research Foundation
Bank	:	Indian Bank
Branch	:	Saket Nagar, Kanpur
A/c No	:	933846442
A/c Type	:	Saving Account
CBS Code	:	01628
IFS Code	:	IDIB000S150

## Guidelines for Reviewers

Please, carefully read the information below, it may help you to review a research paper:-

- **Carefully review the paper**
- Your review should not be about what should have been done; rather it should be a critique of **what the author actually did**.
- If you think paper is poorly written or the contribution is poorly described, **state that, instead of rejecting the paper on this basis, give your comments/ suggestions for modification**.
- Don't review a research paper under the **time pressure**. Spare a little of your **valuable time to review** a paper properly.
- **Review to accept papers**
- When you read a paper, try to **find reasons to accept the paper**, you should spot what is good about the paper and highlight that in your review.
- If you don't like the approaches, fine, but try to decide what about the author's paper makes it acceptable for publication, No doubt, all the papers are not worth publishing, but **almost all papers**

- **have an idea** THAT the author is promoting and **you should review to accept that idea**.
- Sometimes, the idea is bad/wrong/ already been done and so paper can't be accepted. But read the paper looking for **a reason to accept it**.
- When you write your review, write with the mind set **"how to improve this paper"**.
- **Write a Review**
- Review form has option "Yes or No". You should write comments after "yes or no" mark that help the authors to improve his paper. Following should all be covered somewhere in your review:
- Objective of the papers
- Highlight the contribution of the paper as well as how significant it is.
- State your recommendation and why
- State ways to improve the paper
- You should note the small things , but ideally place them at the end of your review in a separate section as "Details to improvement/ General Comments"
- 4. Things to avoid**
- Do not say "The author should add additional references or write on such pattern" **without actually write examples for desired pattern**.

### Review Form

Reference No: .....

Author Name: .....

Title of the Paper : .....

Please give your comments on following points in "Yes" or "No" and explain your views in both the cases (yes or no). Also, express your views in General Comments Section, if those are not cover in under written points.

**Are you satisfied with following :**

S.L.	Sections	Satisfaction Yes/No	Comments/Suggestion				
a	Title	.....					
b	Abstract	.....					
c	Keywords	.....					
d	Introduction	.....					
e	Objective of the Study	.....					
f	Review of Literature	.....					
g	Hypothesis	.....					
h	Methodology	.....					
i	Research Design	.....					
j	Findings/ Result	.....					
k	Figure	.....					
l	Tables	.....					
m	Conclusion	.....					
n	Suggestion	.....					
o	References/ Footnote	.....					
p	Spelling/ grammatical / punctuation error	.....					
q	Questionnaire /Survey/ Testing/ observation Report	.....					
r	General Comments						
S	Suggestions						
t	Decision (Please write the recommendation about the paper & rate the paper by marking <b>A, B or C</b> if paper is accepted)	<b>Accepted</b>	<b>A / B / C</b>				
		<b>To be Corrected</b>	Rating is based as per below marking				
		<b>Rejected</b>	A	9-10	B	6-8	C

Date : .....

Signature



## Guidelines For Author

Your Research Paper should follow following guidelines:

1. **Abstract:** Please write abstract of your paper within 100 words in which a brief description of your research paper should be given.
2. **Keywords:** The important word should be written so that your paper can be traced on internet on the basis of those words.
3. **Introduction:** Describe your problem and state your contribution to the solution of the problem. From the very start be very clear about what you will be arguing in your paper.
4. **The Main Text:** It has four parts.
  - **The problem / Objective of the Study**  
First, clearly present the gist of your idea, what is the main problem / question that you are dealing with in this paper? What are the goals/objectives of your research? Why it is an interesting/ significant problem?
  - **Review of Literature**  
Move on elaborating your idea with example and comparison. You may refer to previous research done on the same topic/pattern and explain how your work differs from and contributes to the existing literature.
  - **Concepts and Hypothesis**  
You may define the basic concepts that you frequently use in your paper. You should clearly state what your hypotheses are?
  - **Research Design**  
Then explain your research methodology. What is your research base on/What kind of resources you have used. What is the universe of your study. What tools and techniques are used? Etc.
5. **Findings:** Describe the findings of your research paper. In other words what conclusion did you reach based on your research.
6. **Conclusion:** Briefly summarize the main text of your paper with findings. Put your suggestions if any.
7. **Suggestion:** Give suggestions based on your study.
8. **Footnotes:** All footnotes should be indicated by serial numbers in the text and literature cited should be detailed under Notes at the end of the chapter bearing corresponding number.
9. **Reference:** Place the reference at the end of manuscript following the footnotes. The list should mention only those sources actually cited in the text or notes. Author's name should be same as in the original source. More than one publication by the same authors should be listed in chronological ascending order. Following are some examples:
  - **Books:** Murthy, N. Narayan (2006), *Corporate Ethics*, Tata Mc Braw Hill Publishing Co. Ltd. New Delhi, Pg. Nos. eg. *Murthy, N. Narayan (2006), Corporate Ethics, Tata Mc Braw Hill Publishing Co. Ltd. New Delhi*
  - **Ph D Thesis:** Alam, Aftab (1996), *'Study on strategies for Tourism Development in India, Ph. D. thesis, AMU, Aligarh., Pg. No.s*
  - **Journal:** Devashish, S. K. (Oct. 1996), *The Giving Model and Corporate Excellence : A field Report Decision, pp 219-224, Monikutty, S (1997) Telecom Services in Urban and Corporate Segments : A Consumer Perspective, Vikalpa, Vol. 22, No. 3, pp 15-18.*
  - **Book reviews:** which require no abstract, must be in the following order: Name of author/title of book reviewed/place of publication/publisher/year of publication/number of pages, in Roman and Arabic figures to include preliminary pages.
  - **No dots** after abbreviations (UK, USA, MBBS, MBA etc.) Use dots after initials (K.C. Sethi).
  - **Capitalization** of headings/text should be kept to the minimum and should be consistent.

In writing a research paper maintain academic honesty. Be very careful to cite the sources that you use in your paper.

Please note that your paper will upto 5000 words within max 6 pages only (For Hindi Font Style must be **Kruti Dev 010**, Font Size **12** in Single Spacing & for English, Font Style must be **Arial**, Font Size **9** in Single Spacing) with proper **Abstract, Keywords, Introduction, Aim of Study, Hypothesis, Tools, Result & Findings, Discussion & Suggestion Etc. and MLA Styled References.**

Distributed by **Subscription/Declaration Form for the Publication of Paper in Journals/Magazine**

## Social Research Foundation

128/170, H-Block, Kidwai Nagar, Kanpur - 208011



Contact : 0512-2600745, 9335332333, 9839074762



महासचिव  
डॉ० राजीव मिश्रा  
उ०१० रत्न-2015

Committed for quality education

E-mail : socialresearchfoundationkanpur@gmail.com \* Website : www.socialresearchfoundation.com

### Personal Details

**1. Author** .....

Designation : .....

Department : .....

College Website:.....

Residential Address (where journal to be post)  
.....

.....

City.....Pin.....Country.....

Phone.....Mobile.....

E-mail:.....

**2. Co-author** .....

Phone : .....

Email .....

**3. Co-author** .....

Phone : .....

Email .....

Signature Date Introduced by

### Payment Details (Any type of payment is not refundable)

I wish to **subscribe**  **renew my subscription**

Publish **a paper/article**  **Seminar/Workshop**

Others (Please Mention).....

#### Mode of Payment

BankDraft/Cheque No.....Date.....

for Rs.....drawn on.....

in favour of **"SRINKHLA EK SHODA"** payable at Kanpur.

If **on-line pay** (Transaction ID/UTR).....

transfer in **State Bank of India, Usmanpur, Kanpur (03752)**

**Account No. 35204660434, IFS Code : SBIN0003752**

in favour of **"INNOVATION THE RESEARCH CONCEPT"**

If **on-line pay** (Transaction ID/UTR).....

transfer in **Indian Bank, Saket Nagar, Kanpur (01628)**

**Account No. 6606294002, IFS Code : IDIB000S150**

in favour of **"SOCIAL RESEARCH FOUNDATION KANPUR"**

If **on-line pay** (Transaction ID/UTR).....

transfer in **Indian Bank, Saket Nagar, Kanpur (01628)**

**Account No. 933846442, IFS Code : IDIB000S150**

Pl. add **Rs. 100/- as BANK CHARGES**, if ourstanding cheques

### Declaration Form by the Author(s) (Please read it carefully)

Photo of Author  
**1. Author**

Photo of Co-author  
**2. Co-author**

Photo of Co-author  
**3. Co-author**

I, hereby, declare that this paper/article/manuscript titled.....  
.....

and other information given in this form are true and original. Also, it is declared that above manuscript is not copied or not under review for another publication and not yet published anywhere.

The opinions and statements published are the responsibilities of mine/us and not policies overviews of the editor. **Publisher are fully authorize to publish my/our paper/article in any of the publication (book journals/ magazines/ news paper/ articles) according to the quality of the paper / language / review process of their policies.**

Also, it is in my knowledge that for publication, all rights reserved by Publisher, no part of their publication may be reproduced, stored in a retrieval system, used in a spreadsheet, or transmitted in any means- electronic, mechanical, photocopying or otherwise without prior permission in writing. The articles/papers originally published in other magazines / journals are reprinted with permission Publisher holds the copyright of the selection, sequence, introduction material, value addition, questions at the end and illustration.

The views expressed in these publications are purely personal judgements of the author(s) and do not reflect the views of the institute or the organizations with which they are associated.

All efforts are made to ensure that the published information is correct. The "Social Research Foundation"/publisher is not responsible for any error caused due to oversight or otherwise.

The publisher is not responsible for any discrepancy / inaccuracy in the paper / material / data provided by the Author(s). In case of any nuisance, the author(s) will be responsible for the inaccuracy / discrepancy and any type of claim.

All disputes will be subject to Kanpur Jurisdiction only.

Signature of Author Signature of Co-authors

Please note that if any matter found copied from any sources, fee will not be refunded and against such author(s) legal action may be taken under copy right act by competent authorities.