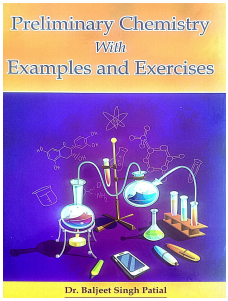
Preliminary Chemistry With Examples and Exercises



Author : Dr. Baljeet Singh Patial
ISBN : 978-81-956440-7-0
Year : 2025
Price : Rs. 1495

Dr. Baljeet Singh Patial, Principal of MCM DAV College Kangra, is an acclaimed academician and has a vast experience in teaching and administration. Dr. Patial did his graduation from Govt. College. Dharamshala and Post Graduation in Chemistry from HP University, Shimla. He holds a doctoral degree in Chemistry from HP University, Shimla. He has published 25 research papers in national and international journals of repute. Beside it, he has published three full papers in conference proceedings. He has presented papers in 34 National and International Conferences.

Dr. Patial has authored a very reflective book entitled " Physico Chemical Investigation of Tetraaklylammonium Salts in Binary Mixtures". He has also supervised the Thesis of two M Phil students.

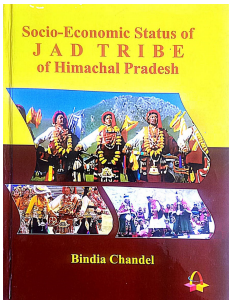
Dr. Patial has two research projects to his credit sanctioned and funded by the UGC.

Dr. Patial is a keen environmentalist and is deeply committed to protecting the planet from the onslaught of all types of pollution. His interest in the environment has enthused him to write three exclusive research papers on environment.

About the Book : This textbook is a reflection of chapters on several introductory chemistry courses. This book is useful for those students who will take chemistry throughout their academic career. Introduction and preface give full details.

The problems presented in this book are fully worked out with proper answers.

Socio-Economic Status of JADTRIBE of Himachal Pradesh

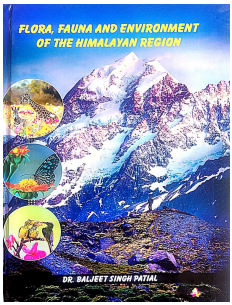


Author : Dr. Bindia Chandel
ISBN : 978-81-935191-4-1
Year : 2025
Price : Rs. 895

Dr. Bindia Chandel is currently serving as an assistant Professor in Political Science at Prof. Simmi Agnihotri Govt. Degree College, Haroli District Una, Himachal Pradesh. Dr Bindia did her graduation(BSc) from PG College Bhatoli and Post graduation in Political Science from HP University Shimla. She holds a doctoral degree in Political Science from HP University Shimla. Her Ph.D topic was "Impact of Modernization, Development processes and Transformation among Jad Tribe of Himachal Pradesh. She has more than fifteen years of teaching experience. Dr Bindia's area of interest focuses on Political theory, International relations and tribal study in Himalayan region. She is also a member of Himalayan Council for Scientific Research. She has participated in various National and international conferences.

This book highlights the tribal problems as well as development in post independence era. This book is mainly concentrated on Jad Tribe of Himachal Pradesh. Jads are generally found in Hangrang Valley of Kinnaur district. Hangrang Valley is the most remote sub-tehsil of the Kinnaur district and experience more snowfall and considered as the cold desert. It remains cut off from rest of the country during the extreme winter months. This book covers their social, economic and political issues. It has focused on what actually is happening in the tribal society. Whether they are getting the "de-tribalized" by the process of modernization or they are maintaining separate identity even after having their contact with the modern world. This book discusses the impact of various forces of development and modernization on traditional set of tribal society. Since this book contain detailed information of the culture and social set of Jad community and it will be beneficial for the research scholars expert and the academic community in the field of tribal study.

Flora, Fauna and Environment of The Himalayan Region



Author : Dr. Baljeet Singh Patial
ISBN : 978-81-956440-3-2
Year : 2025
Price : Rs. 595

Dr. Baljeet Singh Patial, Principal of MCM DAV College Kangra, is an acclaimed academician and has a vast experience in teaching and administration. Dr. Patial did his graduation from Govt. College. Dharamshala and Post Graduation in Chemistry from HP University, Shimla. He holds a doctoral degree in Chemistry from HP University, Shimla. He has published 25 research papers in national and international journals of repute. Beside it, he has published three full papers in conference proceedings. He has presented papers in 34 National and International Conferences.

Dr. Patial has authored apart from present book very reflective books entitled " Physico Chemical Investigation of Tetraaklylammonium Salts in Binary Mixtures" and Preliminary Chemistry with Examples and Exerciese. He has also supervised the Thesis of two M Phil students.

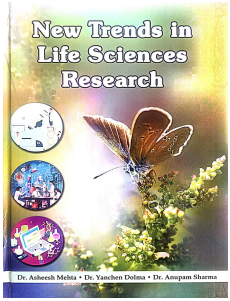
Dr. Patial has two research projects to his credit sanctioned and funded by the UGC.

Dr. Patial is a keen environmentalist and is deeply committed to protecting the planet from the onslaught of all types of pollution. His interest in the environment has enthused him to write three exclusive research papers on environment and present book.

The book is a treasure of information on Himalyan Region eco-system, environmental impacts, geography, natural resources, forest ecology deforestation, watershed management, glaciers, fauna and flora, heritage tourism and sports, management of wild lands and development in the Himalayan region.

A useful book for botanical scientists and students, environmental scientists and students, agricultural scientists and students and for authorities associated with Himalayas improvement.

New Trends in Life Sciences Research



Author : Dr. Asheesh Mehta, Dr. Yanchen Dolma & Dr. Anupam Sharma

ISBN : 978-81-956440-9-4

Year : 2024

Price : Rs. 1150

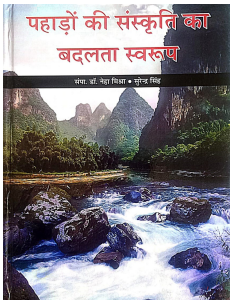
Dr. Asheesh Mehta is Asistant Professor in the Department of Life Sciences at MCM DAV College Kangra, Himachal Pradesh te has completed his Ph.D. in Zoology from Himachal Pradesh Universury, Shimis and has published 10 research papers in peer-reviewed journals such as Oxford University Press on insect taxonomy and avian biodiversity He has 7 years of teaching experience and has successfully guided 12 M.Sc students.

Dr. Yanchen Dolma is Assistant Professor in the Department of Life Sciences at MCM DAV College Kangra, Himachal Pradesh. She has completed her Ph.D. in Zoology from Himachal Pradesh University, Shimla She has 7 years of teaching experience and has published 10 research papers and book chapters in peer-reviewed intemational publications Le. Elsevier. She has expertise in parasitology and fishery and has successfully guided 15 M.Sc. students.

Dr. Anupam Sharma is Assistant Professor in the Department of Life Sciences at MCM DAV College, Kangra, Himachal Pradesh, India. She has done Ph. D in Zoology from Himachal Pradesh University, Shimla and has 26 peer-reviewed national and international publications in Elsevier, Springer, Taylor & Francis in the field of pesticide readur, brocontrol and climate change issues. She has also published 7 popular extension articles and contributed in 4 books. She has been member of three professional bodies and acting as reviewer for several intermational joumals such as Journal of the Science of Food and Agriculture and Brazilian Journal of Microbiology. She has five years' post doc and eight years teaching experience. Dr. Anupam has successfully guided 13 M.Sc. Students.

This book is designed for a broad audience. Whether you are a student seeking a deeper understanding of these fundamental disciplines, a lifelong learner curious about the latest breakthroughs, or simply fascinated by the natural world, you will find something to captivate you within these pages. These chapters are treasure trove for researchers, students, and anyone with a keen interest in the ever-evolving realm of life sciences. Each chapter, penned by experts in their respective fields, delves into the latest discoveries and methodologies that are pushing the boundaries of scientific exploration.

पहाड़ों की संस्कृति का बदलता स्वरूप



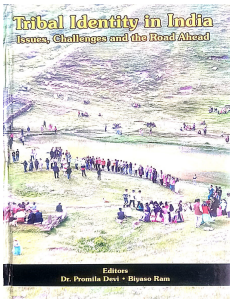
Author : डॉ. नेहा मिश्रा, सुरेन्द्र सिंह
ISBN : 978-81-956440-8-7
Year : 2024
Price : Rs. 795

डॉ. नेहा मिश्रा ने अपनी उच्च शिक्षा चनारस हिंदू यूनिवर्सिटि. एम. फिल. लखनऊ विश्वविद्यालय और पीएच डी की उपाधि दिल्ली विश्वविद्यालय से पूर्ण की। वर्तमान में हिमाचल प्रदेश उच्च शिक्षा विभाग के अंतर्गत वजीर राम सिंह राजकीय महाविद्यालय देहरी में असिस्टेंट प्रोफेसर (हिंदी) के पद पर कार्यरत हैं। हिंदी साहित्य के अंतर्गत विभिन्न समसामयिक विमर्शी से जुड़े शोध आलेख, लेख और साक्षात्कार विभिन्न पत्र-पत्रिकाओं में प्रकाशित हो चुके हैं।

सुरेन्द्र सिंह वर्तमान में राजकीय महाविद्यालय बंजार, कुल्लू में सहायक प्रोफेसर के पद पर कार्यरत है। हिमाचल प्रदेश उच्च शिक्षा विभाग में नियुक्ति से पहले स्कूल ऑफ इंटरनेशनल स्टडीज, जवाहरलाल नेहरू विश्वविद्यालय, नई दिल्ली में शोधकर्ता रह चुके है। भूमंडलीयकरण के समय में हिमालय में आ रहे बदलावों पर कई शोध पत्र एवं पुस्तकें प्रकाशित कर चुके है।

पुस्तक का सक्षिप्त वर्णन : शोध एक ऐसी प्रक्रिया है जिसमें शोधकर्ता कुछ नए मूल्यों को सतत खोजने का प्रयास करता है। शोध इस पर निर्भर करता है कि एक शोधकर्ता अपनी रुचि के अनुसार किस क्षेत्र का चुनाव शोध के लिए करता है और उस रुचि के अंतर्गत किस तरह से नार मूल्य की खोजचीन में लगातार प्रयासरत है। इस शोध का मुख्य लक्ष्य यह होता है कि किस तरह से समाज उस शोध के निष्कर्ष से लाभान्वित हो रहा है। इस पुस्तक के माध्यम से हिमाचल-संस्कृति के विभिन्न आयामों को जानने का प्रयास किया गया है। शोध एक गतिशील प्रक्रिया है जिसके निष्कर्ष में कुछ परिशुद्धता की कमी हो सकती है लेकिन भविष्य के लिए हमेशा से नए मूल्यों की खोजबीन के द्वार हमेशा खुले रहते हैं। इस पुस्तक में शोधकर्ताओं ने अपने अनुभवों के आधार पर और अपनी शोध प्रक्रिया के माध्यम से कुछ निष्कर्षों को विश्लेषणात्मक तरीके से प्रस्तुत करने की कोशिश की है।

Tribal Identity in India : Issues, Challenges and the Road Ahead



Author : Dr. Promila Devi & Biyaso Ram
ISBN : 978-81-956440-6-3
Year : 2024
Price : Rs. 1995

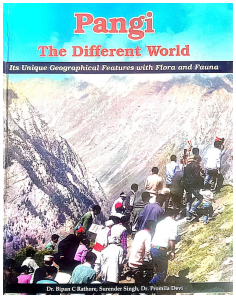
Dr. Promila Thakur is an Assistant Professor of Geography and Officiating Principal (Feb 2020 to June 2022 & May 2023 to till date) at Govt. College Pangi at Killar. Her PhD in socio-economic Impacts of Hydropower Project- Spatial impact on Chamera -II" from Himachal Pradesh University, Shimla. She has more than fifteen years of teaching experience. Her keen and deep interest is in social and geographical aspects of developmental projects. Tribal Issues, and disaster management. She has presented many papers in national as well as international conferences. She has co-authored a book entitled Pangi the different World" Dr. Promila has contributed as a Convener of International Conference on "Tribal Identity in India" organised by Govt College Pangi held in October 2023 and convener of One Week workshop on "Wildlife Conservation" Apart from that she has addressed number of conferences, seminars and workshops as a keynote speaker and resource person.

Biyaso Ram is currently working as an Assistant Professor of Economics at Govt College Pangi, District Chamba, Himachal Pradesh. He currently teaches undergraduate students in the college Ram has completed his MPhil from Centre for Economic Studies and Planning (CESP), School of Social Sciences, Jawaharlal Nehru University, New Delhi and also pursuing his PhD from the same centre. He has completed his Masters in Economics from Central University of Himachal Pradesh and secured gold medal in Economics Ram's area of interest lies in the domain of public finance, economics of education and agrarian development. He has published one of the research articles titled "When Should Government Subsidise Production Activity: A Case of Polyhouse Cultivation in India" in Academia Letters He is familiar with R, STATA, SPSS and E-views statistical software's. He has also served as the conference secretary of International Conference organized by Govt College Pangi and actively participated as a member of One-week workshop on "Wildlife Conservation" held in 2023. Apart from that he has also participated and completed number of workshops, capacity building programmes, seminars and conferences.

This book is a collection of scholarly work done by the researchers and academicians pertaining to inbal identity in India.

Research experts, scholars, students, and the academic community in the field of tribal studies may find the book beneficial. It offers a thorough examination of particular tribes, revealing details about their own cultural customs, historical viewpoints, languages, and belief, systems.

Pangi: The Different World



Author : Dr. Bipan C Rathore, Surender Singh, & Dr. Promila Devi

ISBN : 978-81-956440-1-8

Year : 2023

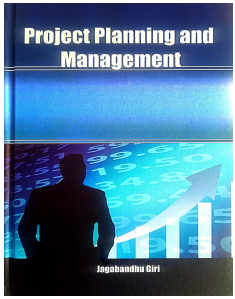
Price : Rs. 3995

Dr. Bipan Rathore in College Principal (Retired) served Tribal College Pangi at Killar during July 2015 to December 2018 He is 1ª Ph. Don Ecology of Himalayan Brown Bear in India and has conducted extersive research on rare and endangered species of bear in nigged mountainous terrain of Kugtt Wildlife Sanctuary of Chamba district and Pir Panial Himalayan range falling in Chambe district for the past twenty two years and still conducting research on conflict issues between nomadic shepherds and brown bears. He has a passion for trekking, wildlife watching, forest fuking, exploring new arnas for flora and fauna. He has attended many National and International conferences on Bear Research and Management such as 15 IBA Conference held at San Diego, California USA Feb (2004), International Conference on Conservation Science, Cambridge University (UK) (March 2006), 18° IBA Conference held at Monterrey city, Mexico November (2007), Darwin 200 International Conference of Integrative Zoology held at Beijing City, China Joly (2009) 20 IBA Conference held at Ottawa City, Canada, July (2011), 21 IBA Conference held at New Delhi (November 2012), 23 IBA Conference held at Thessaloniki City, Greece October (2013), 24" IBA Conference held at Anchorage City, Alaska, USA, June (2016) and 26 IBA Conference held at Ljubljana city, Skvenia, September (2015) Dr. Rathore is also active member of International Bear Association (IBA).

Surender Singh has the experience of seven years teaching in Political Science. Before joining Himachal Pradesh Higher Education Department, he has been the research fellow in International Politics at the Centre for International Politics, Organisation and Disarmament (CIPOD), School of International Studies (SIS), Jawaharlal Nehru University (JNU), New Delhi. His research interests include state and Globalisation, international political economy especially legitimacy of global governance institutions, role of civil society actors in world politics, trade and international environmental politics. Apart from this, he has very keen and deep interest in western Himalayan culture and sustainable development. He has organized many national and international conferences. He has been invited as key speaker and for guest lecture in different academic institutions. He has edited many books in his research field He has also published articles in UGC recognized journals. In his educational and academic career, he has been awarded with many scholarships and fellowship at state and national level. Currently, he is also the President of Himalayan Council for Scientific Research (HCSR)

Dr. Promila Devi is an Assistant Professor of Geography at Government Degree College. Pangi at Killar. She has an experience of thirteen years in teaching since 2009. She has presented many papers in National and International Conferences. She has a very keen and deep interest in Western Himalaya**.**

Project Planning and Management



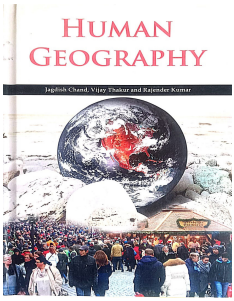
Author : Jagabandhu Giri
ISBN : 978-81-956440-2-5
Year : 2022
Price : Rs. 1895

Jagabandhu Giri has obtained his master degree in commerce from Utkal University, Bhubaneshwar and taught to Graduate and Post Graduate students for many years Presently, he is working as Principal, A P College, Raruan, Mayurbhanj, Odisha.

The book is useful for all researchers in choosing projects on different topics as well as who are already working on projects. This will be as Methodology on the subject.

The book covers topics as project management, planning methodology, meetings, management, integration, principles, six sigma, optimization, selection and analysis, risk management, scheduling and budgeting, estimation and earned volume analysis.

Human Geography



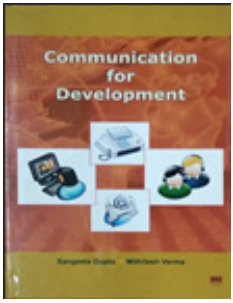
Author : Jagdish Chand, Vijay Thakur & Rajender Kumar
ISBN : 978-81-956440-0-1
Year : 2022
Price : Rs. 1695

Dr. Jagdish Chand is an Assistant Professor in the Department of Geography at Government College Sangrah in Himachal Pradesh. He is coordinator of Unnat Bharat Abhiyan (Ministry of Education, GoI) and Master Trainer (UGC) for Community Based Participatory Research (CBPR) under UBA. He is a Gold Medalists in M.A. and M.Phil. He did his Ph.D from Himachal Pradesh University, Shimla in Forest Resources using Geospatial Technologies. He holds UGC NET-JRF and SLET qualifications in Geography. He has over 14 years of college teaching experience. He received Certification in Remote Sensing and GIS from the Indian Institute of Remote Sensing (ISRO) in Dehradun and the AICTE He obtained a Post Graduate Diploma in Geo-Spatial Technologies Applications in Rural Development from the NIRD&PR Hyderabad and the AICTE. He received Professional Cartography Training from the Environmental Systems Research Institute (ESRI) in the United States. He has over 20 research papers published in various national and international journals. He has presented about 30 research papers at national and international conferences and seminars. In addition to present book he has published six books, two from Germany, one from the United States, and three from India. He completed more than 30 professional trainings and workshops in Remote Sensing & GIS, Climate Change, Disaster Management, and other fields from prestigious institutes around the world, including the Indian Institute of Remote Sensing & Space Applications Centre (ISRO) India, NASA (USA), JAXA (Japan), CSSTEAP, the United Nations, IIT New Delhi, IIPA New Delhi, DoS (GoI), NIDM (MoHA), and the United Nations Office for Outer Space Affairs. He has coordinated more than 70 IIRS-ISRO Outreach Programs and was awarded The Best Coordinator by the Indian Institute of Remote Sensing (ISRO), Dehradun, in 2020.

Dr. Vijay Thakur, Ph.D. is Associate Professor in the Department of Higher Education, Govt. of Himachal Pradesh. He is presently posted at Govt. Degree College, Hamirpur (H.P.) He has served in different degree colleges of Himachal Pradesh. The author's career as a Geographer spans about 25 years. In addition to the present book he has published 7 books, 4 research papers in National joumals and presented 21 research paper in National and International conferences/ Seminars.

Rajender Kumar, did his Graduation from SVGC Ghumarwin, M.A. and M Phil in Geography from Himachal Pradesh University, Shimla. He is UGC (NET) and HPSSC (SLET) qualified in Geography. He has done two year diploma in Education (D.Ed) from HPBOSE Dharamshala. Presently he is working as an Assistant Professor, Geography in SVGC Ghumarwin. He has attended many National and International conferences and published and presented more than 12 research papers. He has 13 years experience of teaching Geography.

Communication For Development



Author : Dr. Sangeeta Gupta & Mithilesh Verma
ISBN : 978-81-86772-50-8
Year : 2021
Price : Rs. 995

Dr. Sangeeta Gupta (Maheswari) is working as Assistant Professor in the Department of Extension Education and Communication Management in Faculty of Home Science in C.S. Azad University of Agriculture and Technology, Kanpur. She did her M.Sc. in Home Science Extension Education from Banaras Hindu University, Varanasi and Ph.D. in Home Science Extension Education from Khandari Institute of Home Science Agra. She was awarded Ganga Singh Memorial Award in the field of research.

Dr. Gupta has specialization in Teaching, Training, Transfer of Technology and Communication Management. So for she has supervised the research work of thesis of 12 M.Sc. students in H.Sc. Extension Education and published 14 research papers, 14 popular articles in various journals and magazines. She is co-author of "Global Extension Systems".

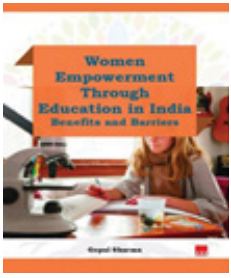
Mrs. Mithilesh Verma is working as Assistant Professor/S.M.S. in the Department of Extension Education and Communication Management in Faculty of Home Science, C.S. Azad University of Agriculture and Technology, Kanpur. She did her M.HSc. from Institute of Home Science Khandari Agra, M.Ed., M.Phil from Dr. Hari Singh Gaur University Saugar (M.P.). She was awarded Gold Medal being University topper in 1989. She was awarded best teacher award on teacher's by G.G.I.C. Uttarkashi in 1991, Gold Medal by Research Link Bhopal in 2008 and best Home Scientist award by Green Cross Society Agra in 2009 in the field of research.

Mrs. Verma has specialization in Teaching, Training, Transfer of Technology and Communication Management. So for she has supervised the research work of thesis of 7 M.Sc. students in Home Science Extension Education and published 14 research papers, 2 research papers under print, 25 popular articles in various journals sand magazines. She is co-author of book "Global Extension Systems".

About the Book: This book has 7 chapters and divided in 4 units. Unit - I has chapters on : Communication, Types of Communication, Communication Theories and Models. Unit - II has chapters on : Communication Skills, Public Speaking. Unit - III has chapter on : Communication Participative Meaning, Importance, Process and Determinants. Unit - IV has chapter on : Meaning and Concepts of Diffusion.

After Units a Terminology and Bibliography is given.

Women Empowerment Through Education In India Benefits and Barriers



Author : Gopal Sharma
ISBN : 9788186772768
Year : 2021
Price : Rs. 1395

Dr. Gopal Sharma is presently Assistant Professor, Department of Political Science, Sitalkuchi College, Sitalkuchi, Cooch Behar, West Bengal, India. He did his M.A. and Ph. D. from the University of North Bengal. He has participated in many international and national level seminar/conference(s) and has published research articles of repute. Also he is the co-author of an edited volume 'Financial Inclusion, Self-help groups (SHGs) and Women Empowerment.' His areas of interest include women empowerment, inclusive development, and role of NGOs in development.

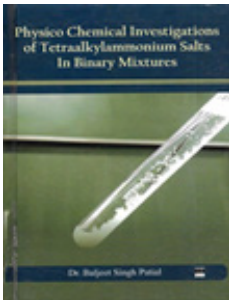
About the book: Empowerment is a multi-faceted, multi-dimensional and multi-layered concept. Empowerment of women is a process in which women acquire greater share of control over resources – material, human, intellectual and financial and control over the decision making system in the family, community, society, nation to gain 'power'.

Women are instrumental in shaping the society and play a major role in raising the economic resources for the family, though their contribution is always underemphasized and education has been of central significance to the development in this field. It is recognized as one of the critical elements of the national development and is vital importance for the nation, as it is a powerful tool to build knowledge-based society of the 21st century. But, there are wide disparities in the GER of education in urban and rural areas, gendered and community-wise and so on.

In order to provide the women the same platform where the men are standing, the Governments are adopting many measures and formulating different types of plans and programmes. The principle of gender equality is enshrined in the Indian Constitution in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles. The Constitution not only grants equality to women, but also empowers the state to adopt measures of positive discrimination in favour of women. The government has framed legislation and special schemes which empower the women with the aim of giving a better say in decision making. Despite several efforts to raise the social status of women for more than a century, India still ranks very low among the 177 nations on gender equity according to the Human Development Index.

Woman has become a target of social, political and economic exploitation. 'Invisible hand', 'Should women count?', 'Second sex' etc. all these peculiar phrases are often visible even after almost seven decades of India's independence. This edited volume is trying to answer the questions which frequently rise in the field of educational status of women in India and need of their empowerment. The contributors from various disciplines have approached the topic in different ways.

Physico Chemical Investigations of Tetraalkylammonium Salts In Binary Mixtures



Author : Baljeet Singh Patial
ISBN : 978-81-86772-72-0
Year : 2021
Price : 995

Dr. Baljeet Singh Patial, Principal at Bakshi Tek Chand DAV College Banikbet. Dalhousie. District Chamba. Himachal Pradesh, India, where he also bas been a faculty member in Department of Chemistry since 2000. He is the author of more than 25 research papers in thc area of Physical Chemistry. Dr. Patial received the Ph.D. degree (2000) in physical chemistry from the Himachal Pradesh University Shimla, Himachal Pradesh, India.

About the Book: This book contains work chronicles, recent advances in our knowledge of physicochemical investigation of tetra–alkylammonium salts in binary mixtures, combining authoritative reviews of new experimental methods, instrumentation, and application wilh fundamental discussions of classical methodologies and detailed surveys of specific system properties.

Setting guidelines for future research directions, physicochemical investigation describes novel applications in areas such as medicine, engineering, agriculture, and industry. The study of electrochemical behavior of solutes in various solvent systems is an important aspect of solution chemistry as regard to its applications in applied research.

This book aims for simplicity, unity and depth not found in previous treatments and includes numerous figures, tables and key equations. It is therefore be an ideal textbook for teaching physical science, how to understand ion solvent systems, but will also be of interest to industrial scientists, who want to gain a broader understanding of ion solvent systems.

Media Production and Management



Author : Sangeeta Gupta and Mithilesh Verma
ISBN : 9788186772775
Year : 2021
Price : Rs. 1395

Dr. (Mrs) Mithilesh Verma is working as Assistant Professor/SMS in the Department of Home Science Extension Education and Communication Management in Faculty of Home Science, CS Azad University of Agriculture and Technology, Kanpur. She did her M.HSc. from Institute of Home Science, Khandari from Agra University, B.Ed. from Bundelkhand University, Jhansi (U.P.), M.Ed., M.Phil from Dr. Hari Singh Gaur University, Saugar (M.P.), and Ph.D. from Bhoj Open University, Bhopal (M.P.). She has supervised the research work of thesis of 09 M.Sc. students in Home Science Extension Education and Communication Management and published 32 research papers, 29 popular articles in various journals and magazines. In addition to present book she is co-author of "Global Extension Systems", "Communication for Development", Training for HRD and Rural Development" and author of "Food and Nutrition Security."

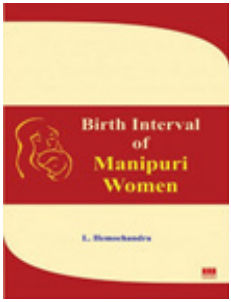
Dr. Sangeeta Gupta (Maheswari) is working as Assistant Professor in the Department of Extension Education and Communication Management in Faculty of Home Science in C S Azad University of Agriculture and Technology, Kanpur. She did her M.Sc. in Home Science Extension Education from Banaras Hindu University, Varanasi and Ph.D. in Home Science Extension Education from Khandari Institute of Home Science, Agra. She was awarded Ganga Singh Memorial Award in the field of research.

About the book : UNIT I covers production technology, process and skills, process of producing newspaper, magazines and other printed literature (leaflets, brochures, newsletters, bulletins, booklets etc.)

UNIT II covers concept of media and role in changing scenario, multimedia - concept and evolution of multimedia, fundamentals of making a multi media programmed-text, graphics, audio, etc., process of producing radio, television and multimedia programmes, different programme formats for radio and television, hardware and gadgetry requirements, use of radio, television, and multimedia in extension, planning and production of selected media products-print and electronic.

UNIT III covers paper-kind of paper, sizes, colour theory for print and multi media, software for production-basics of photoshop, pagemaker, coraldraw, quarkxpress, use of graphics, illustration and diagrams in production, animation and, UNIT IV covers ownership patterns of various media; economics of media organizations; organizational structure; differement departments; production planning; lay out consideration; marketing planning; registration; liaison with government departments; understanding regulatory mechanism for newspaper; radio and television; coordination; motivation; decision making and control.

Birth Interval of Manipuri Women

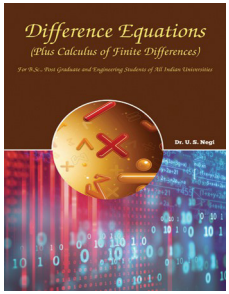


Author : Dr. L. Hemochandra
ISBN : 978-8186772621
Year : 2021
Price : Rs. 795

The book has six chapters. Chapter I has introduction including brief description of the study. Chapter II, III, and IV deal with the analysis of Post Partum Amenorrhoea, Waiting Time to Conception and Closed Birth Interval with respect to different factors such as demographic, socio-economic, behavioural etc. Chapter V deal with Cox's Regression Analysis. Chapter VI has Epilogue part of PPA, WTC and CBI.

Dr. L. Hemochandra did his B. Sc. in 1993 from Manipur University, Canchipur and M Sc Statistics in 1995 from Chaudhary Charan Singh University, Meerut, U. P. In 2006, he did his Ph. D. from Manipur University. In addition to "Birth Interval of Manipuri Women", he has 12 research articles published in National and International reputed journals in the fields of Demography, Social Sciences, Medical Sciences and Agriculture. Presently he is working as Assistant Professor in Statistics at B.M. College, Sawombung, Manipur for the last 14 years.

Difference Equations (Plus Calculus of Finite Differences)



Author : Dr. U.S. Negi
ISBN : 978-81-935191-2-7
Year : 2021
Price : Rs.340

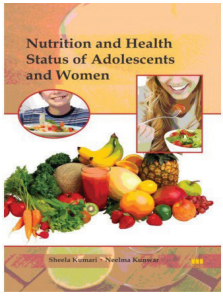
Dr. U. S. Negi, the author, is presently teaching in the Department of Mathematics, H. N. B. Garhwal (A Central) University, S. R. T. Campus Badshahi Thaul, Tehri Garhwal, Uttarakhand. His more than a twenty years long experience at both Undergraduate and Postgraduate level has grossed him a reputation of a discovered and devoted behavior. His subject of specialization is 'Pure and Applied Differential Geometry'. He has published more than fifty research papers in International and National journals respectively. He has also presented papers in several National andInternational Mathematics conferences and meetings, and has organized one symposium and two National seminars. Also, he has written a book vector calculus and editing a Conference book.

About the book: This text book DIFFERENCE EQUATIONS (Plus Calculus of finite differences) has written to convene the necessities of students of U.G. and P.G. levels and Engineering students of All Indian Universities. This book is also obliging for B.B.A/B.C.A. Students. This book is a unique combination and covers various topics of difference equations (Plus Calculus of finite differences). In its approach and style, it is designed to specific needs of students. The thud come near of each topic in this book helps the students who are preparing for their competitive exams like I.A.S./P.C.S./C.S.I.R./ JRF (NET).

Salient Features

- Simple and concise presentation of fundamentals.
- Stepby step explanation of solutions to problems aimed at helping the students understand the subject matter.
- Approx 300 solved and Unsolved problems with answers.
- Exercises with answers.

Nutritious and Health Status of Adolescents and Women



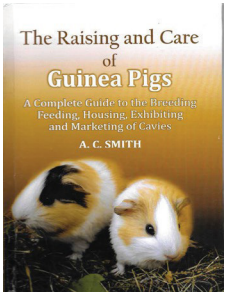
Author : Sheela Kumari & Neelma Kunwar
ISBN : 9788186772645
Year : 2021
Price : Rs.995

Dr. Sheela Kumari is working as lecturer in the Department of Home Science, B.N. (P.G) College, Rath, Hamirpur. She has obtained B.Sc. (Home Science) degree from Chandra Shekhar Azad University of Agriculture and Technology, Kanpur, M.Sc. (Home Science) from Bundelkhand University, Jhansi and Ph.D. from Bundelkhand University, Jhansi. She has published eight research papers in National Journals.

Dr. Neelma Kumar is working as Officer Incharge in the Department of Extension Education and Communication Management, Chandra Shekhar Azad University of Agriculture and Technology, Kanpur. She has obtained D.Sc. (Agriculture Extension) and Honorary D.Sc. in Home Science from Agra and Varanasi Universities. Thirty five Ph.D. Degrees were awarded under her supervision. She has published 165 research papers in National Journals. She has also received thirteen awards and published sixteen books in addition to the present one. Two PDF students are working under her supervision.

About the book: Nutrition is usually taken as another significant indicator of the health and overall status of adolescents. Adequate nutrition is particularly critical for adolescents as it is a primary determinant of the spurt of growth that characterizes adolescence. Poor nutrition is often cited as a major reason for the delay in the onset of puberty in Indian adolescents. Also gender discrimination in India is considered as one of the main causes of female under nutrition.

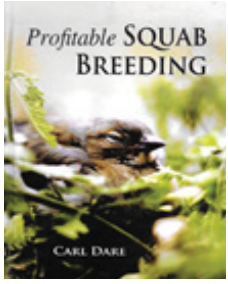
The Raising and Care of Guinea Pigs



Author : A.C. Smith
ISBN : 9788186772683
Year : 2021
Price : 425

Chapter I.
Introduction Page 1
Chapter II.
Varieties Page 2
Chapter III.
Uses of Guinea Pigs Page 4
Chapter IV.
Food and Feeding Page 6
ChapterV.
Housing Page 8
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Exhibiting Page 14
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Selling and Shipping Page 16
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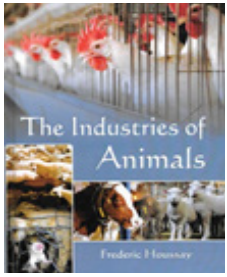
Profitable Squab Breeding



Author : Carl Dare
ISBN : 978-81-86772-69-0
Year : 2021
Price : 695

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4.	Feeds And Feeding – Breading Habits	16
5.	Increasing the Flock Selecting Future Breeders Banding – Mating	25
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7.	Diseases of Pigeons	39
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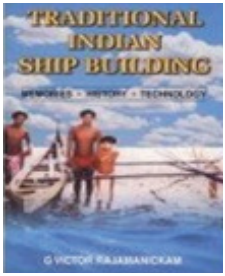
The Industries of Animals



Author : Frederic Houssay
ISBN : 9788186772713
Year : 2021
Price : Rs. 1595

1.	Introduction	1
2.	Hunting – Fishing – Wars and Expeditions	11
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7.	The Defence and Sanitation of Dwellings	137
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Traditional Indian Ship Building Memories • History • Technology



Author : G Victor Rajamanickam
ISBN : 81-86772-13-8
Year : 2021
Price : Rs. 1995

Introduction • The Traditional Boat-Building As Gleaned From the Archaeological and Literary Sources • Traditional Crafts of India : Its Classification and Distribution • Raw Material • Common Boat-Building Stages • Building Techniques of Traditional Crafts • Sails and Rigs • Parts of Traditional Crafts of India • Maintenance and Management • List of Plates • List of Figures • List of Tables • Bibliography • Glossary

G.Victor Rajamanickam is Professor of Disaster Management, SASTRA, Deemed University, Thanjavur. Earlier he was in Tamil University as Professor and Head, Department of Earth Science and Industries. He is one of the pioneering geologists in India in the field of coastal studies and marine mineral exploration. He led the country's first historical cruise for manganese nodule exploration in the Central Indian Ocean Basin. He has authored/edited more than 10 books, particularly Handbook of Placer Mineral Deposits and co-edited with Prof. Dr. Michael J Tooley, Quaternary Sea-level Variation, Shoreline Displacement and Coastal Environment.

The book is an outcome of eight long years of fieldwork carried out under the support of CSIR, Government of India. As the tradition of ship building is vanishing fastly, the existing oral tradition has been brought in records. The historical accounts on the evolutionary significance of the different ship building technologies from different states and communities, the literary evidences from 3rd Century B.C. and dealing with the different kinds of traditional sea going vessels, their merits and demerits, the raw materials and the different techniques practiced from the primitive to advanced stage have been given. The volume also includes the existing tradition of ship building among the tribes of Andaman and Nicobar Islands and deals in different chapters the traditional boat building as gleaned from the archaeological literary resources; traditional crafts of India: its classification and distribution; raw materials; common boat building stages; building techniques of traditional crafts; sails and rigs; parts of traditional crafts of India and their maintenance and management. Along with an elaborate bibliography a glossary of local names in different coastal languages and their equivalents in English is also given. Most of the information belongs to rare sources.

The book will be of great use to historians, archaeologists, maritime scientists, anthropologists, ethnographers and scholars of ancient industries and sciences.

Foreword by LOTIKA VARADARAJAN, Historian, Traditional Knowledge Systems and Technologies.

Gully Erosion and Management Methods and Applications (A Field Manual)



Author : Savindra Singh and Alok Dubey
ISBN : 81-86772-08-1 (HB), 81-86772-07-0 (PB)
Year : 2021
Price : Rs. 1595 (HB)

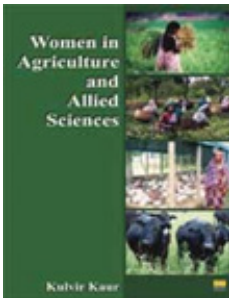
Introduction • Geoenvironmental Background • Climatic and Hydrological Studies • Geomorphometry of Gully Basin • Temporal Variations in Gully Network • Gully Erosion Dynamics • Soil Loss, Suspended Sediment Load and Siltation • Correlates of Gully Erosion and Soil Loss • Morphogenesis of Gullies, Nutrient Loss and Gully Management • Conclusions

Savindra Singh ex Professor and Head, Department of Geography, Allahabad University is Leading geomorphologist of the country who has specialization in geomorphology and envrionmental geography. Has 6 textbooks to his credit and edited 3 reference books.

Alok Dubey is Reader, Department of Geography, Allahabad University. An emerging yourng earth scientist and has done research work in environmental and experimental geomorphology, remote sensing, digital image precessing, GIS and GPS etc.

The Book is a study of life cycles of natrual and man-impacted gullies of various orders for successive years based on field data obtained through instrumentation survey and measurement with the object of studying causes of genesis accelerated growth and diffusion and management of gullies in gully infested areas.

Women In Agriculture and Allied Sciences



Author : Kulvir Kaur
ISBN : 978-81-86772-29-4
Year : 2021
Price : Rs. 995

This book covers, Role of Women in Agriculture, Women in Rice Production, Women in Tea, Coffee and Spices Plantation, Role of Women in Cotton Production, Role of Women in Flower and Mushroom Cultivation, Women's Participation in Sericulture, Biotechnologies in Horticulture for Farm Women, Women's Role in Fisheries, Women in Dairy Activities, Role of Women in Poultry Farming and Development, Women in Animal Husbandry, Women in Livestock Production and Women in Veterinary.

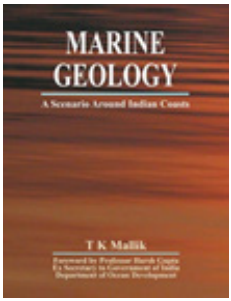
This book will be a useful reference for students studying in the related sectors.

Dr. (Mrs) Kulvir Kaur did her B.Sc. (Home Science) in 1992 from Punjab Agricultural University, Ludhiana and M.Sc. (Family Resource Management) in 1995. In 2005 she did her Ph.D from the same university.

In addition to Women in Agriculture and Allied Sciences she has 7 research articles published in various journals to her credit.

Presently she is working as Demonstrator (Home Science) in Krishi Vigyan Kendra, Nurmahal, Jalandhar.

Marine Geology A Scenario Around Indian Coasts



Author : T. K. Mallik
ISBN : 81-86772-24-3
Year : 2021
Price : Rs. 2895

The book indicates that the sea bordering India is not just a vast expanse of water but it holds the secrets of earths history as well as rich mineral resources. It contains a wealth of information on varied aspects of Marine Science and written in simple and easily readable manner with lots of illustrations.

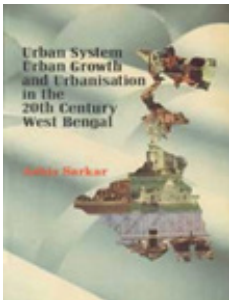
Important topics like history, nature of the seafloor and bottom sediments have been covered. The mineral resources- their assessment, exploration and exploitation problems have been discussed. The significant results of the Deep Sea Drilling Project around Indian coasts have been provided. Different aspects of Coastal Zone Management and the suggested model studies will be a very useful guide. The Coastal Hazard problems and their solutions and the discussion on Tsunamis will create interest amongst researchers in related field. The Coral Reefs and different aspects of the Lakshadweep will enrich all readers on these remote atolls . The evidences of sea level changes from different types of work will help scientists to work on similar lines. The details on geotechnical aspects of continental shelves, coastal hazards and laws of the Sea with concept of legal continental shelf are new additions to a book of Marine Geology. The future trend suggested at the end will be a useful guide for all researchers. Detail of references provided at the end is exhaustive.

The book provides the much needed basic information and state of the Art on different offshore and coastal aspects around India and will serve as a guide for further exploration and research. The book will be very useful to the Students, Researchers, Planners, Professionals and Administrators in all the possible and important aspects of Marine Science.

T K Mallik obtained M.Tech, in Applied Geology from I.I.T., Kharagpur in 1964 and D.Sc from the University of Calcutta in 1980. He worked in the Deep Sea Drilling Project as a Sedimentologist on board DV Glomar Challenger in the Indian Ocean organised by the Scripps Institution of Oceanography, USA. He headed the Marine Science Division of the Centre For Earth Sceince Studies, Trivandrum. He is the recipient of the National Mineral Award in 1992. He superannuated as Director (Selection Grade), Geological Survey of India.

He has been awarded the prestigious Dr J Coggin Brown Memorial (Gold) Medal by the Mining, Geological and Metallurgical Institute of India for 2005-2006.

Urban System, Urban Growth and Urbanisation In The 20th Century West Bengal



Author : Ashis Sarkar
ISBN : 81-86772-03-0
Year : 2021
Price : Rs. 995

Prelude to the Study: Conceptual Frame • Constraints of Study • The Study Area • Historical Background, Urban System - An Analysis : Size-Class Structure: Quest for an Order • Functional Hierarchy • Spatial Organisation in Timeframe • Rank-Size Hierarchy • Size and Spacing, Urban Growth - An Approach : Transition Matrix • Growth Performance • Urban Growth: A Regressing Approach • Urban Growth: A Disaggregated Approach • Variances of Growth Rates • Evolution of Urban Growth Zones • Growth Factors - Elements of Size • Growth Factors - Elements of Space, Urbanisation - A Continuum : Description of the Locus • Trends in Urbanisation • Regional Differentials • Correlation Matrix • Levels of Urbanisation • Zones of Urbanisation

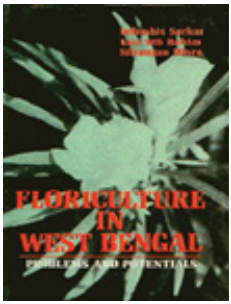
Dr. Ashis Sarkar obtained his M.Sc. Degree in first class and Ph.D from Calcutta University, Calcutta. Dr. Sarkar has two decades teaching experience to Graduate and Postgraduate Classes.

This Outstanding Study is of topical interest. It confines to West Bengal - A state of India which had witnessed great changes and political upheavals, like Bengal Famine of 1943, Partition of the country in 1947, followed by influx of millions of displaced persons from erstwhile East Pakistan (now Bangladesh). The Study is indepth analysis of process of Urbanisation and Urban development of West Bengal amid these political and socio-economic upheavals and has taken time span of entire 20th century. West Bengal has been introduced along with its physical, economic and demographic base to decipher the factors of urban growth during the different decades of the century.

The book will prove a valuable reference tool for urban geographers, urban planners, sociologists, urban ecologists and others who are interested in the study of human habitat transformation and development.

FOREWORD BY BIRESWAR BANERJEE, M.A., D. LITT., Professor of Geography, University of Calcutta, 35, Ballygaunge Circular Road, Calcutta-700 019

Floriculture In West Bengal: Problems and Potentials



Author : Debashis Sarkar, Kazi MB Rahim & Sibranjan Mishra

ISBN : 81-86772-01-4

Year : 2021

Price : Rs. 795

Chapter 1 Introduction • Chapter 2 Floriculture in Indian Perspective and Global View of Flower Export • Chapter 3 Agro-Economic Characteristics of the Sample District and Sample Blocks • Chapter 4 Techno-organisational Characteristics of Flower Farming in West Bengal • Chapter 5 Economics of Flower Cultivation • Chapter 6 System and Structure of Marketing of Flowers • Chapter 7 Constraints of Farming of Flowers • Chapter 8 Export Performance of Floriculture - A Critical Look • Summary and Conclusion

Debashis Sarkar has obtained his Ph.D. in Agricultural Economics from Bidhan Chandra Krishi Vishwavidyalaya, Kalyani (W.B). He is teaching Agricultural Economics.

Kazi MB Rahim obtained his Ph.D. Degree from GB Pant University of Agriculture and Technology, Pantnagar. He has 30 years experience of teaching. Dr Rahim is serving as Professor Agro-economic Research Centre and Secretary, National Disasters Management Cell, Visva Bharati, Santiniketan.

Sibranjan Misra received his Ph.D. Degree in Economics from Jadavpur University, West Bengal and D.E.P from University of Naflis, Italy. He is Professor of Economics and teaching at Visva Bharati University.

The Book examines the present production strategy of the floriculture crops, economics of production of the commodity, marketing channels, the constraints in its production and explains basic features of export-trade of this crop. The book is useful for Agricultural Institutions, Economic Departments and Institutes / individuals dealing in trade and export of flowers.

Pharmacokinetics and Biopharmaceutics



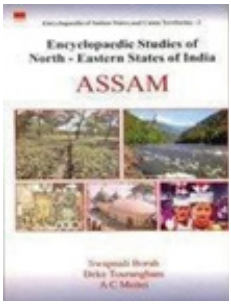
Author : G. Victor Rajamanickam & U. Subasini
ISBN : 978-81-86772-30-0 (HB) 978-81-86772-30-0 (PB)
Year : 2021
Price : Rs. 995 (HB)

This book includes chapters on Pharmacokinetics of Oral Administration, Application of Pharmacokinetics in the Elderly, Non Carcinogenic Risks, Drugs Abuse, Dynamic Systems Theory, Chronic Effects, Clinical Research, Priorities for Risk Assessment, which deal the subject in simple way. The book is useful for students and teachers.

Prof.G.Victor Rajamanickam is the former senior scientist of N.I.O, Goa and Dean of Science Faculty of Tamil University, Thanjavur. Presently, he is the Dean for the Centre for Advanced Research in Indian System of Medicine (CARISM), SASTRA University, Thanjavur. He is looking after the research in Indian System of Medicine; Govt. recognized Drug Testing Laboratory and Pharmacy teaching. He has to his credit 16 books and the one recently released is on "Brain Aging". He has published more than 250 research articles. He has been visiting professor of Technical University, Aachen, Germany and St. Andrews University, Scotland. He is a DAAD fellow of Germany. He has also been honoured with FABMS title from Indian Biomedical Association.

Prof. (Ms.) U.Subasini is an Asst. Professor of Pharmacy in the Centre for Advanced Research in Indian System of Medicine (CARISM), SASTRA University, Thanjavur. She has been the rank holder in M.Pharm., under Dr.M.G.R. Medical University, Chennai. She has been specialized in Atherosclerosis. She has served as Pharmacist in K.K Women Hospital, Singapore. She has published more than 20 research papers in both national and international referred journals. She has to her credit a patent on Rheumatoid Arthritis.

Encyclopaedic Studies of North Eastern States of India



Author : Swapnali Borah, Deke Tourangbam & A. C.Meitei

ISBN : 978-81-86772-32-4

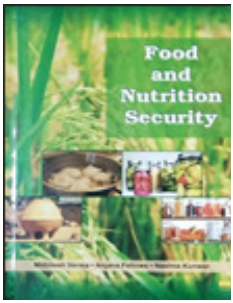
Year : 2021

Price : Rs. 9990

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8. Tripura (viii + 247 23x14.5 cms, 2010 ISBN: 978-81-86772-40-5)

Covering Preface, Introduction, History and Anthropology, Culture and Customs, Geography, Politcal Situation, Socio-Economic Conditions, Education and Literacy, Agriculture and Allied Sciences, Religious Development, Industrial Advancement, Natural Beauties and Natural Resources and Environment and Tourism.

Food and Nutrition Security



Author : Mithilesh Verma, Anjana Fellows & Neelma Kunwar

ISBN : 978-81-86772-51-5

Year : 2021

Price : Rs. 895

Mrs. Mithilesh Verma is working as Assistant Professor/S.M.S. in the Department of Extension Education and Communication Management in Faculty of Home Science, C.S. Azad University of Agriculture and Technology, Kanpur. She has received 2 gold medals.

Mrs. Verma has specialization in Teaching, Training, Transfer of Technology and Communication Management. So for she has supervised the research work of thesis of 7 M.Sc. students in Home Science Extension Education and published 14 research papers, 2 research papers under print, 25 popular articles in various journals sand magazines. She is co-author of book "Global Extension Systems".

Dr. Anjana Fellows is working as Assistant Professor in Government Geetanjali Girls P.G. College, Bhopal. She has obtained Ph.D. degree from Bhopal University. Ten Ph.D. degrees have been awarded under her supervision. She has published 40 research papers in National Journals.

Dr. Neelma Kunwar is working as Officer Incharge of Department of Extension Education and Management, Faculty of Home Science, C.S. Azad University of Agriculture and Technology, Kanpur. She has obtained Ph.D. and D.Sc. degrees in Agricultural Extension from B.R. Ambedkar University, Agra (U.P.) in the years 1993 and 2004, respectively. Thirty five Ph.D. degrees have been awarded under her supervision. She has published 152 research papers in National Journals and 110 articles in magazines of repute. She has received 12 awards and also published 17 books.

About the Book: Food and Nutrition Security has become a global issue now. World wide around 852 million people are chronically hungry.

In India 300 million people are malnourished.

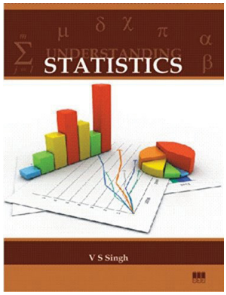
Food Security can not be safe guarded only by increasing the food production. It requires reduction in losses also. The data of losses has been provided in the book.

Similarly Nutrition Security is not only consuming nutritious foods. It can be safe guarded with cooking methods in such scientific ways where nutritive values do not get lost.

The authors have given various storage and cooking methods. The book has various coloured diagrams.

A useful book for planners and every individual.

Understanding Statistics



Author : Dr. Vidya Sagar Singh
ISBN : 978-8186772652
Year : 2020
Price : Rs.1995

Dr. Vidya Sagar Singh obtained his M.Sc. (Statistics) degree in 1987 and Ph.D. (Statistics) in 1992 from

Banaras Hindu University, Varanasi, UP, India. He obtained first class throughout in his student career.

After obtaining his Ph.D. degree, he was appointed as a Lecturer in Department of Statistics, HNB Garhwal University, Srinagar in 1993. He has 21 years of teaching experience. He is taking classes of Post Graduate students and is a guide for Ph.D (Statistics) scholars.

He has been a member of team which worked on 3 projects and has read/submitted papers in 3 international proceedings.

He is actively busy in research, has published more than 25 research papers in the national and international reputed journals/proceedings in the field of Demography/ Social Sciences / Medical Science.

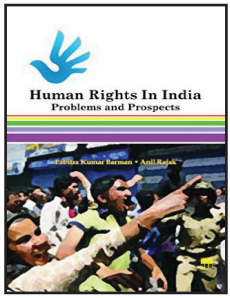
In addition to this book, he has written three other books, Handbook of Statistics, Multivariate Statistics and Demography of Human Population.

Presently he is working as Professor and Head, Department of Statistics, HNB Garhwal University,

S.R.T. Campus, Badshahi Thaul, Tehri Garhwal, India and is a Member of Board of Studies, HNB University.

About the book : The book covers some basics for beginners in Statistics and covers good study material for under graduates and post graduate students of Statistics. This book is useful for teachers of Statistics too.

Humanrights Inindia: Problemsand Prospects



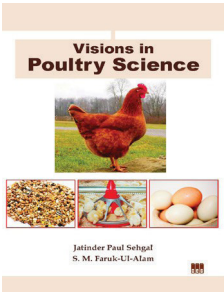
Author : Pabitra Kumar Barman and Anil Rajak
ISBN : 978-81-86772-59-1
Year : 2020
Price : Rs.895

Pabitra Kumar Barman is an Assistant Professor and Head, Department of Political Science, Kaliyaganj College, Uttar Dinajpur, West Bengal. He has obtained M.A. in Political Science from University of North Bengal and B.Ed. degree from Siliguri B.Ed. College under the University of North Bengal. He has got published many articles in different journals and books. He has presented several papers in National and International Seminar.

Anil Rajak is an Assistant Professor, Department of Political Science, Kaliyaganj College, Uttar Dinajpur, West Bengal. He has obtained M.A in Political Science from University of North Bengal and M.Phil in School of International Studies from J.N.U. He has got published many articles in different journals.

About the Book: The volume emphasizes on the protection of human rights at all levels. Human rights violation in the society is a crime. In this book, several approaches have been discussed in the field of human rights. The volume focuses on the role of the UNO which adopts the Universal Declaration of the Rights of man on December, 1948 in order to protect human rights. Afterwards, Indian Parliament takes an initiative to introduce "The Protection of Human Rights Act, 1993. Parliament also recommends for the construction of National Human Rights Commission, State Human Rights Commission and Human Rights Courts. This book also implies that the impartial justice under the existing judicial system is necessary for the development of individual rights and liberty.

Visions In Poultry Science



Author : Jatinder Paul Sehgal & S.M. Faruk-Ul-Alam
ISBN : 9788186772829
Year : 2020
Price : Rs. 2050

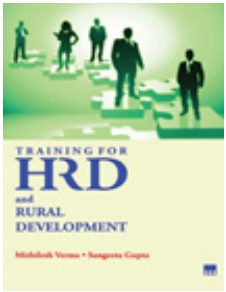
Dr. Jatinder Paul Sehgal, Head, Dairy Cattle Nutrition Division, ICAR-NDRI, Karnal started his carrier as a research associate (Animal Nutrition) in 1977 at Punjab Agricultural University, Ludhiana. He did his B.Sc. (Agriculture and Animal Husbandry), M.Sc. and Ph.D in Animal Nutrition and was awarded ICAR fellowship for all these three degrees. He got selected in Agriculture Research Service (ARS) and joined Central Sheep and Wool Research Institute at Avikanagar as Scientist in 1978. He provided consultancy to Nestle at Smallkha and provided technical support to Delhi Municipal Corporation and Delhi Government by visiting seven goshalas of Delhi. Dr. Sehgal is a first recipient of Dr. S.K. Ranjhan best doctoral thesis award of animal nutrition society of India, for the biennial (1985-87) and was also honored by New York Academic of Science to be its active member in 1994. He has guided many Ph.D. and MVSc. students and published many research papers and popular articles in national and International journals of repute. He has co-authored a book entitled "Innovative Concepts of Feeding Dairy Animals A Practical Approach".

Dr. S. M. Faruk-Ul-Alam, did Doctor of Veterinary Medicine from Shahjalal University of Science and Technology, Sylhet, Bangladesh; MS in Animal Science from Hajee Mohammad Danesh Science and Technology University, Dinajpur, Bangladesh and doing his Ph.D. in Animal Nutrition at National Dairy Research Institute (NDRI), Deemed University, Karnal, Haryana, India under guidance by Dr.

J.P. Sehgal, Head, Dairy Cattle Nutrition Division. He has more than 12 years experience as researcher, livestock trainer and extension worker. Presently he is working as Manager, Economic and Value Chain Development at World Vision, Bangladesh. He has in-depth knowledge in training need assessment and developed various training materials in the field of animal nutrition, poultry science, livestock management and entrepreneurship development.

About the book: The publication of entitled "Visions in Poultry Science" endeavored to explore the advance knowledge in poultry sector development, profitable poultry rearing, poultry nutrition and poultry management. This book will play a potential role to establish an economically sustainable poultry farming as well as employment along the poultry supply chain and increased consumption of poultry meat and designer eggs and will provide applied knowledge on poultry science with respect to nutrition, feeding management, housing, control of diseases and bio-security for the benefits of the poultry farmers, feed manufacturers, veterinary practitioners, students, teachers, researchers and other official associated with poultry business.

Training For Hrd and Rural Development



Author : Mithilesh Verma & Sangeeta Gupta
ISBN : 978-8186772614
Year : 2020
Price : Rs. 1595

The book has 11 chapters which have been divided in to 5 Units. Chapters 1 to 4 are covered in UNIT - I, Chapter 5 in UNIT - II, Chapters 6 and 7 in UNIT - III, Chapters 8 to 10 in UNIT - IV and Chapter 11 in UNIT - V. In the end a bibliography is given.

UNIT - I discusses topics – Training for Human Resource Development: Meaning Definition and Concept of training, Types of training, Training functions, New Concepts in training, Principles of training and practices, Problems of training, Approaches of training, Types of training approaches, Forms of training, Extension training needs assessment, Role of training institution, Role of farmers training centres, Farmers training, Training of rural leaders, Training of extension personnel, Training process, Steps in institutional training process, Strategies for improving quality of training, Role of extension supervisors in the training of extension personnel.

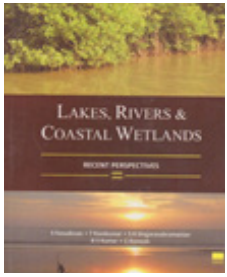
UNIT - II discusses topics – Participatory Training Method: Introduction, Human Resources for modernisation of agriculture, Training methods, Concepts of participatory training, Participatory approach to technical training.

UNIT - III discusses topics – ELC and Training Institutions: Experiential learning cycle, Theory of ELC, Seven step model of presentation, Designing extension training programmes, What is curriculum development? Components of standard curriculum, Training institutions, Training methodology, Training media, Training material, Training manuals and handbooks, Selected group training methods for extension personnel.

UNIT - IV discusses topics – Human Resource Development and Rural Development, Concept of HRD, Importance of training of HRD, Extension Strategies of HRD, Policies of extension training, What is extension training policy? Elements of national extension training policies, State extension training policy, Frame work of national extension training policy, Extension training monitoring and evaluation, Training reporting, Training monitoring, Training evaluation, Training review, The extension training monitoring and evaluation cycle, Training programme implementation, New Electronic technology in extension training, Multimedia in training.

UNIT - V discusses topics – PRA: Participatory Rural Appraisal, Meaning and Definition of PRA, Typology of PRA, Objective of PRA, Principles of PRA, Approaches of PRA, Steps of PRA, Guidelines for designing PRA, Types of PRA, PRA methods of tools, Some PRA techniques, Organisation of PRA.

Lakes, Rivers and Coastal Wetlands Recent Perspectives



Author : S Vasudevan, R S Kumar, T Ramkumar, G Ramesh & S. R. Singarasubramanian

ISBN : 978-81-86772-57-7

Year : 2020

Price : Rs. 2595

S. Vasudevan is Assistant Professor of Earth Sciences, Annamalai University, India. He completed his M.Sc. and obtained his Ph.D. in Applied Geology from Annamalai University in the field of Sedimentology. He is an expert in the field of sedimentology, geospatial technology and application of radioactive isotopes techniques in the vicinity of environmental sedimentology. His research programmes are supported by UGC, DST and MSSRF. He is winner of INSA Fellow during 2010. He is an expert in the field of Lakes and Coastal wetlands and published research papers in national and international journals.

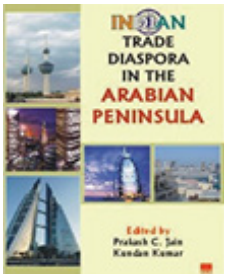
T. Ramkumar is Professor and HOD Earth Sciences, Annamalai University, India. He obtained Masters degree from Annamalai University as well as from University of Nottingham, U.K. He is the winner of the British Overseas Administrative Scholarship for his higher studies in U.K. He got his specialisation in the field of coastal and estuarine sedimentology and geochemistry. His research programmes are supported by DST, UGC, MOES etc. He has published more than 25 papers in the international and national journals and is serving as member in many academic bodies in India and abroad.

S. R. Singarasubramanian is Associate Professor of Earth Sciences, Annamalai University, India. He was awarded Ph.D. in Sedimentology and Hydrogeology by Annamalai University in 2003. He has completed three major research projects funded by DST and CSIR on 26th December, 2004, Indian Ocean tsunami sediments characterization. He has published more than 16 research papers in national and International journals. He was awarded "Bharat Jyoti Award" and "Best Citizens of India Award-2012".

R. S. Kumar is Associate Professor of Earth Sciences, Annamalai University, India. He post graduated from Annamalai University. He got his specialisation in the field of Mineralogy and Petrogenesis, and published more than 15 papers in the reputed refereed journals. Currently he is working on the mineralisation associated in Cauvery Shear Zone.

G. Ramesh is Assistant Professor of Earth Sciences, Annamalai University, India. He obtained his M.Phil., degree in Geology from Annamalai University. He was awarded with research fellowship by the DOD for his research work. He has developed ingenious technique in the field of coastal geochemistry. He has published research papers in refereed international and national journals.

Indian Trade Diaspora In The Arabian Peninsula



Author : Prakash C. Jain & Kundan Kumar
ISBN : 978-81-906622-8-4
Year : 2020
Price : Rs. 1795

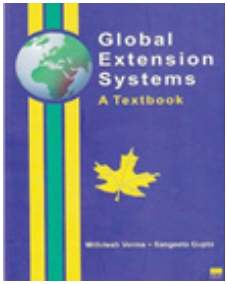
Prakash C. Jain is a Professor (Sociology) at the School of International Studies, Jawaharlal Nehru University, New Delhi. The author of Racial Discrimination against Overseas Indians: A Class Analysis (1990), Indians in South Africa: Political Economy of Race Relations (1999), Population and Society in West Asia: Essays in Comparative Demography (2001), and Non-Resident Indian Entrepreneurs in the United Arab Emirates (2010), Dr. Jain has to his credit a number of articles published in reputed journals. He has also co-edited books on Iran and Saudi Arabia. His other works include an edited volume on Indian Diaspora and Transnational Communities (2006), and an anthology entitled Indian Diaspora in West Asia: A Reader (2007). Dr. Jain has done fieldwork on Overseas Indians in Canada, Guyana, South Africa and some of the Persian Gulf counties.

Kundan Kumar is a Doctoral candidate at the Centre for West Asian Studies, School of International Studies, Jawaharlal Nehru University, New Delhi. He is working on "Aspects of Indian Migration and Diaspora in the Persian Gulf, 1820-1947" with special emphasis on the British imperial context. He completed his M. Phil. programme from the same centre with a dissertation titled "British Interests in the Arabian Peninsula: A Study in Historiography".

About the Book: India has had trade and cultural relations with the Persian Gulf region since antiquity. However, there is evidence of Indian settlement in the region since the sixteenth century. Small communities of Indian traders called banyans existed in present-day Iraq, Iran, Oman, Yemen, and Saudi Arabia in the seventeenth and eighteenth centuries. When the region came under British influence in the nineteenth century, Indian merchant communities flourished in a number of towns in the Gulf countries. The Indians served as bankers, importers and exporters, customs farmers, agents for local merchants, government contractors, pearl-financiers, etc.

The emergence of Gulf countries as oil-producing and exporting economies and the consequent demand for labour changed the size and complexion of the Indian and other expatriate communities in the region. With the increase in oil prices in the mid-seventies, Indians began to immigrate in large numbers into the Gulf countries for a variety of jobs and this upward trend has been continuing since then. Currently there are about 6.0 million Indian expatriates in the Gulf region that constitute about one-third of the total expatriate population in the Gulf and about 10 per cent of the total GCC population. These include not only old-time trading communities but also a significant number of new Indian entrepreneurs who have taken advantage of free trade zones facilities in various Gulf countries. ...

Global Extension Systems



Author : Mithilesh Verma & Sangeeta Gupta
ISBN : 9788186772461
Year : 2020
Price : Rs. 1295

Mithilesh Verma did her M.HSc. from Institute of Home Science, Khandari Agricultural University, M.Ed., M.Phil, from Dr. Hari Singh Gaur University, Saugar (M.P.). She was awarded Gold Meddle being University toper in 1989. She was awarded best teacher award by G.G.I.C. Uttarkashi in 1991, Gold Meddle award for Research Link Bhopal 2008, and best Home Scientist award, by Green Crass Society, Agra in 2009 in the field of Research. Mithilesh Verma has specialization in Teaching, Training, Transfer of Technology and Communication Management.

Mithilesh Verma is working as Assistant Professor/S.M.S. in the Department of Extension Education and Communication Management in Faculty of Home Science in C.S. Azad University of Agriculture and Technology, Kanpur.

She has supervised the research work of thesis of five M.Sc. students in Home Science Extension Education and published 9 Research papers, 20 popular articles in various journals and magazines.

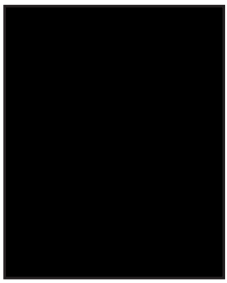
Dr. Sangeeta Gupta did her M.Sc. in Home Science Extension Education from Banaras Hindu University, Varanasi and Ph.D. in Home Science Extension Education from Khandari Institute of Home Science, Agra. She was awarded Ganga Singh Memorial Award in the field of research. She has specialization in Teaching, Training, Transfer of Technology and Communication Management.

She is working as Assistant Professor in the Department of Extension Education and Communication Management in Faculty of Home Science, C.S. Azad University of Agriculture and Technology, Kanpur.

She has supervised the research work of thesis of nine M.Sc. students in H.Sc. Extension Education and published 10 research papers, 14 popular articles in various journals and magazines.

This book is Agricultural Universities' syllabus based. It has been divided into 4 units and 7 chapters. UNIT – I includes chapters on (i) Extension Systems in India, (ii) Some Features of the Extension Systems in Other Countries and (iii) Community Development Programmes. UNIT – II includes one chapter on Extension Approaches to Rural Development. UNIT – III includes chapters on (i) Role of SAU in Rural Development and (ii) Review of Five Year Plans in India. UNIT – IV includes one chapter on Comparative Extension Systems of Selected Developed and Developing Countries. In the end bibliography has been provided. ...

Multivariate Statistics Principles - Concepts - Models - Applications



Author : Dr. Vidya Sagar Singh
ISBN : 9788186772447
Year : 2020
Price : Rs. 1995

Dr. Vidya Sagar Singh obtained his M.Sc. (Statistics) degree in 1987 and Ph.D. (Statistics) in 1992 from

Banaras Hindu University, Varanasi, UP, India. He obtained first class throughout in his student career.

After obtaining his Ph.D. degree, he was appointed as a Lecturer in Department of Statistics, HNB Garhwal University, Srinagar in 1993. He has 19 years of teaching experience. He is taking classes of Post Graduate students and is a guide for Ph.D (Statistics) scholars.

He has been a member of team which worked on 3 projects and has read/ submitted papers in 3 international proceedings.

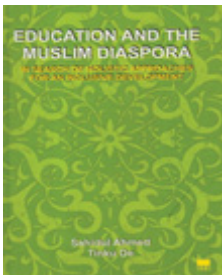
He is actively busy in research, has published more than 20 research papers in the national and international reputed journals/proceedings in the field of Demography/ Social Sciences / Medical Science.

In addition to this book, he has written another book Handbook of Statistics.

Presently he is working as Associate Professor and Head, Department of Statistics, HNB Garhwal University, S.R.T. Campus, Badshahi Thaul, Tehri Garhwal, India and is a Member of Board of Studies, HNB University.

About the book: The title of the book is self explanatory. The book is very useful for under graduate and post graduate students of Statistics. The book will also serve as a handy tool for teachers of Statistics.

Education and Muslim Diaspora In Search of Holistic Approaches For An Inclusive Development



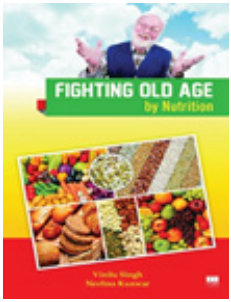
Author : Sahidul Ahmed & Tinku De
ISBN : 9788186772904
Year : 2020
Price : Rs. 995

Dr. Sahidul Ahmed is working as an Assistant Professor in Ambedkar College, Fatikroy, Unakoti, Tripura. He has completed his master degree from Gauhati University. He did his PHD from National Institute of Technology, Silchar, Assam. He has published many articles and research papers in journals of national and international repute.

Dr. Tinku De (Gope) is working as an Assistant Professor in Tripura University. She has done her master and PHD from Kalyani University, West Bengal. She did her B.Ed from Tripura University. She has published many articles and research papers in journals of national and international repute.

This book consist papers on socio- economic and educational status of Muslims of India in general and Tripura in particular. This book will surely benefit the academicians and research scholars who are working or interested in Muslim study.

Fighting Old Age By Nutrition



Author : Vinita Singh & Neelma Kunwar
ISBN : 9788186772812
Year : 2020
Price : Rs. 1095

Dr. Neelma Kunwar is working as Dean, Home Science, College of Home Science, C.S. Azad University of Agriculture and Technology, Kanpur (U.P.) 137 Ph.D. degrees have been awarded under her supervision. She has published 180 research papers in National and International Journals and 100 articles in magazines and reputed newspapers. She has also published 25 books and has received 12 awards.

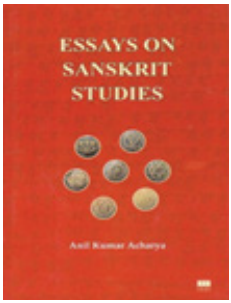
Dr. Vinita Singh is Assistant Professor in Food Science and Nutrition Department, College of Home Science, C.S. Azad University and Technology, Kanpur (U.P.). She has prepared 7 manuals for academic excellence of the department. She has been awarded the best teacher award in 2003.

About the Book : The book focuses on nutritive values for old age persons. Nutrition deserves special attention as people reach older age and is essential for good health. Healthy ageing is associated with physiological, cognitive, social and lifestyle changes that influence dietary intakes and nutritional status.

The book highlights nutritive values and health benefits of different of recipes for old age.

The book brings together all the key areas of food and nutrition affecting the health of older people. It is intended for use by health practitioners, educators and caregivers, so that they could provide sound advice and support to older people and their families to maintaining a healthy lifestyle.

Essays On Sanskrit Studies



Author : Anil Kumar Acharya
ISBN : 9788186772874
Year : 2020
Price : Rs. 995

Dr. Anil Kumar Acharya is an Assistant Professor in the Department of Sanskrit, Ambedkar College (A Govt. General Degree College), Tripura. Dr. Acharya has obtained his Ph.D. in Sanskrit from Pondicherry University, Puducherry, in the year 2010. His areas of research are Sanskrit Literature, Manuscriptology and History of Saivism (Saivadharma Corpus and Odisha). He is crowned by the 'Pandit Ganeshwar Dash Prize' for the best performance in 'Epic & Puranas' section of 45th session of the All-India Oriental Conference held at Tirupati in the year 2010. He has published several papers pertaining to his area study in various journals. Currently a Minor Research Project of preparing a English-Sanskrit-Bengali Spoken Sanskrit Word-book financed by U.G.C. has been under taken by him.

This book: "ESSAYS ON SANSKRIT STUDIES" is a compilation of selected papers, written in Sanskrit, English and Bengali, presented in the National Seminer on "Sanskrit Studies: its Past, Present and Future, with Special Reference of Tripura" organised by the Department of Sanskrit, Ambedkar College, Fatikroy, Unakoti, Tripura. In most of the papers scholars have focoused on the past and present treands of Sanskrit studies in Tripura by highlighting different aspects of Sanskrit studies in the state, viz. use of Sanskrit in the royal activities of Tripura, scholarly Sanskrit compositions of Tripura, Sanskrit academics etc.

Interior Decoration A Practical Manual



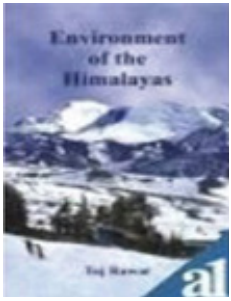
Author : Dr. Swapnal Borah & Moonty Baruah
ISBN : 978-8186772799
Year : 2020
Price : Rs. 695 Paperback

Dr. Swapnali Borah did her B.Sc. (Home Science) in 1993 and M.Sc. (FRM) in 1996 from Assam Agricultural University, Jorhat. She was awarded Senior Research Fellowship by ICAR, New Delhi in 1997. She secured Ph.D (FRM) from Punjab Agricultural University, Ludhiana in 2002. In addition to Interior Decoration: A Practical Manual, she has contributed in Encyclopaedic Studies of North- Eastern States of India (8 Vols.), more than 20 research papers in different journals, presented 8 papers in national and international conferences and wrote many science articles in journals and newspapers. Presently she is working as Associated Professor and HOD in the Department of Family Resource Management, College of Home Science, Central Agricultural University, Tura, Meghalaya.

Ms. Moonty Baruah did her B.Sc. (Home Science) in 2000 and M.Sc. (FRM) in 2002 from Assam Agricultural University, Jorhat. She has contributed 12 research papers in different journals. She worked as Assistant Professor in the department of FRM, College of Home Science, Central Agricultural University, Tura from 2007 to 2011 and from 2011 till date she is working as Assistant Professor in the Dept. of FRM, Faculty of Home Science, Assam Agricultural University. Jorhat.

The Book "Interior Decoration: A Practical Manual" is a useful manual for the students of B.Sc., M.Sc. Home Science, Polytechnic (Interior Decoration) and other related courses of interior design and decoration are required practically. The purpose of this manual is to help students to have an idea on how interior enrichment can be achieved through elements of art and principles of design and to give the knowledge of importance of furniture, furnishing and accessory arrangement, table setting, floor decoration etc. in interior decoration.

Environment of The Himalayas



Author : Taj Rawat
ISBN : 978-81-86772-26-3
Year : 2020
Price : Rs. 875

This book is a treasure of information on Himalayan eco-system, environmental impacts, geography, natural resources, forest ecology, deforestation, watershed management, glaciers, fauna and flora, heritage tourism and sports, management of wild lands and development in the Himalayan region.

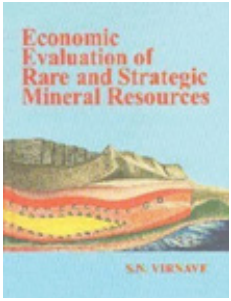
The state wise data and general information about north-eastern states has also been provided.

A usefull book for botonical scientists and students, environmental scientists and students, agricultural scientists and students and for authorities associated with Himalayas improvement.

Taj Rawat is a writer and journalist. Postgraduate in sociology, postgraduate diplomas in information management and public relations. Also has done advance studies in eco-tourism and environmental studies. He has contributed in over 35 magazines, journals, weeklies and dailies published from India and abroad. He has written 22 books and more than 25 research reports. He is life member of 22 educational and social organizations in India and abroad. Presently, he is Director of Taj Rawat Mountain Research Foundation, Dehradun, Uttaranchal.

Earlier, he was associated with Global Village International, and International Society for Mountain Studies and Research, New Delhi. For sometimes he worked for Ministry of Health-WHO, UNICEF, and Ford Foundation projects in the country.

Economic Evaluation of Rare and Strategic Mineral Resources



Author : Prof. (Dr.) S.N. Virnave
ISBN : ISBN 81-86772-11-1 (HB),
ISBN 81-86772-12-X (PB)
Year : 2020
Price : Rs. 995

Origin of Elements • Genesis of Ore Deposits - A New Approach • Isotope Geology • Beryllium • Niobium-Tantalum • Rare-Earths • Placer Mineral Deposits: Their Nuclear and Industrial Applications • Miscellaneous Minor Metal Occurences • Alkali Metals and its Role in Energy Sector • Helium •Transuranium Elements • Exploration Techniques in Search of Rare Metals and Minerals • Ore Reserve Estimation • Development of Mineral Based Projects for the Production of Ore and Metal • Resource Conservation: Scope and Opportunities • Challenges and Prospects of Mineral Industry in the New Millennium

The Book highlights the economic aspects of rare and strategic mineral deposits and their applications in the critical areas of defence, atomic energy, space-technology, electronics, telecommunications and innovative technology.

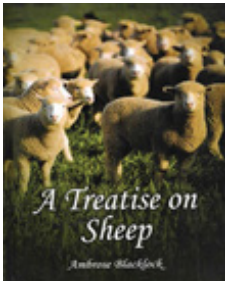
The book provides a new insight into some of the highly complex and intriguing problems of earth- science related to the origin of elements, formation of mineral deposits, isotope geology, placer mineral concentrations including radioactive mineral occurrences, ore-reserve estimations, mineral conservation, development of mineral based projects for production of ore and metal concentrates outlining the challenges and prospects of mineral based industry in the new millennium.

The book caters to the basic needs of earth-science students and faculties, professional geoscientists engaged in mineral exploration programme of work and to the entrepreneurs involved in the development of mineral based industries.

Prof. (Dr.) S.N. Virnave is a well-known geoscientist with vast and varied experience in the field of earth-science with specialization in the domain of nuclear raw material exploration and evaluation spanning over a period of more than three decades. As an exploration geologist of the Department of Atomic Energy, Atomic Mineral Division, Government of India, he has been responsible for identificaiton and evaluation of nuclear fuel cycle research projects on national and international level with outstanding achievements.

After superannuation from the Department of Atomic Energy, he has also served as a visiting professor of geology at the North-Eastern Hill University (NEHU), Kohima, Nagaland.

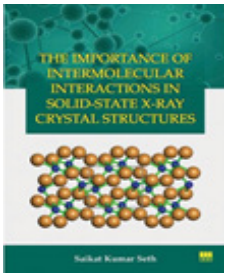
A Treatise On Sheep



Author : Ambrose Blacklock
ISBN : 9788186772706
Year : 2019
Price : 1595

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The Importance of Intermolecular Interactions In Solid-State X-Ray Crystal Structures



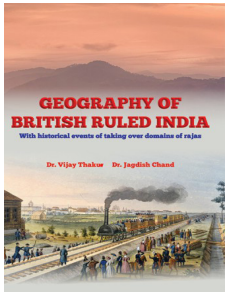
Author : Saikat Kumar Seth
ISBN : 9788186772898
Year : 2019
Price : Rs. 2395

About the Book: This edited volume emphasizes the importance of intermolecular interactions in solid-state X-ray crystal structures of small molecules in the context of crystal engineering. Crystal structures give the most definite understanding of the intermolecular interactions and crystal packing. Due to subtle and complex nature of the self-assembly process, the accurate prediction of the final structure is quite impossible. The recognition event between a set of molecular components is the outcome of the mutual interactions through various intermolecular interactions that is in operation. Hydrogen bonding and other non-covalent interactions have been successfully utilized in building final structures as they accurately reflect the hierarchy of intermolecular interactions.

This edited book is divided into fifteen chapters which comprehensively describe the state-of-the-art in characterization of solid-state structures using X-ray diffraction in the context of crystal engineering. The multidimensional views of this volume will encourage and attract students and young researchers towards crystallography & crystal engineering. The researchers across the country have contributed their research articles to this volume. So, I hope this volume sheds light on the potentiality of intermolecular interactions in building solid-state structures.

Dr. Saikat Kumar Seth is an Assistant Professor of Physics at Mugberia Gangadhar Mahavidyalaya, Bhupatinagar, Purba Medinipur, West-Bengal, India. He had completed his Graduation and Masters in Physics from Jadavpur University and then completed Doctor of Philosophy (Ph. D) from Indian Association for the Cultivation of Science (IACS), Jadavpur, Kolkata. His research subject is Materials Science and area of research is Crystallography and Crystal Engineering. The focus of his research work is to explore weak noncovalent interactions and exploration of their cooperativity effect in solid-state. Recently, he has been awarded three prestigious awards for outstanding research work. He is the recipient of "Distinguished Young Scientist Award" from World Science Congress in 2014. Again he got "Young Scientist Award" from Indian Science Congress in 2015. As a Principal Investigator, he is now supervising one UGC sponsored Major Research Project and three research scholars are pursuing their Ph. D. under his guidance. He has published 52 research articles in several high impact international journals.

GEOGRAPHY OF BRITISH RULED INDIA
With historical events of taking over domains of rajas



Author : Dr. Vijay Thakur and Dr. Jagdish Chand
ISBN : 978-81-935191-1-0
Year : 2019
Price : Rs.1650

Dr. Vijay Thakur is M.Sc. M.ed and Ph.D. He is Associate Professor and Head, Department of Geography, Government College, Nadaun, Himachal Pradesh. Dr. Thakur has worked as Assistant / Associate Professor in different colleges of Himachal Pradesh. Dr. Thakur has more than 20 years of teaching experience.

Dr. Jagdish Chand, Assistant Professor, Department of Higher Education, Govt. of Himachal Pradesh is presently posted at Govt. PG College, Nahan, Himachal Pradesh. He is Gold Medalist in

M.A. and M.Phil., also qualified SLET & UGC (NET-JRF)in Geography. He has conducted six Outreach Programme of Indian Institute of Remote Sensing (ISRO). Apart from present book, he has published two books from Germany and one from USA. He has published 18 research papers in National and International Journals, and also presented 18 research papers in National and International Conferences / Seminars. He is founder of free and most recommended blog for civil services examination http://sparking-youth.blogspot.com.

About the book: The book discusses how British India Company, who entered India as a trading company, ultimately succeeded in taking over India's administration by capturing the domains of Indian Rajas who were invading territories of each other to enhance their domains.

The British India Company offered military help to few and subsidies to others and even fought with some and enlarged their domain to Nepal, Bhutan, Baluchistan, Afganistan and Burma (Myanmar). Also some of foreign possessions.

Of course, British spread railways, roads and sea routes and increased the possibilities of trade and productions.

The history, geographical features, produces, people - their cast, religion and languages, area, climate, communications, major towns, mineral resources, forests, rivers and lakes , physical features, natural products, surface and drainage and rainfall all have all been given of all their provinces.

The book is good reference for library and students of geography and history.

International Trade and Inclusive Development

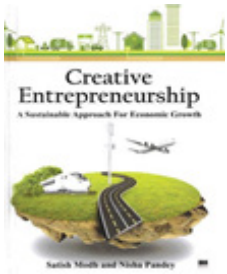


Author : Dr. Chandan Roy
ISBN : 9788186772928
Year : 2019
Price : Rs. 1295

Dr. Chandan Roy is Assistant Professor and Head. Department of Economics. Kaliyaganj College. After completion of M.Sc. in Economics (Special field: International Trade) from Calcutta University in 1994, he joined a weakly business tabloid Business Economics as Researcher and Business Reporter and then worked in a Bengali daily Bartaman. He also worked freelancer in different newsletters or Indian Express Groups and published many articles on Business and Commerce. Afterwards, he acquired M.Phil in Eronomics from Jadavpur University and Ph.D. from University or North Bengal. The title or his Ph.D. thesis was 'Artisanal Silk Industry of West Bengal: A Study on its History, Performance and Current Problems' He served various reputed colleges before joining Kaliyaganj College in 2011. He actively participated in constructing Uttar Dinajpur District Human Development Report-2010 under the aegis of Planning Commission, Government of India and outlined the draft of Livelihood Chapter in that project and published 22 papers In national and international referred journals including few edited volumes. He worked as Editor (In 'Right to Education: An Accelerator of Social Transformation and Economic Development'), 'Guest Editor' (in a special issue of 'Indian Journal of Social and Natural Sciences') and 'Regional Editor, North Bengal' (for a reputed Bengali Journal Artha Bishleshan). His present work of Interest is on Women Empowerment, Regional Issues of Development and Sericulture Sector.

This book constructs a bridge between International Trade and Inclusive Development. For long International Trade has been assumed as growth promoter. This book will deal with several theoretical arguments regarding the development issues of International Trade. It primarily deals with a wide range of technical issues including complex relationship between international trade and economic development, informal labor benefit from economic reforms, consequences of income inequality on economic growth, environment and economic development, trade liberalization and environmental policy, economic integration and trade, impact on trade-openness on cottage based industry, e-waste management issues etc. This section will meet the need of undergraduate and postgraduate students of Social Science, Environmental Science, international Trade, Economic and Laws. It includes shot essays narrating the linkage between International trade and Inclusive development from various multidisciplinary angles.

Creative Entrepreneurship
A Sustainable Approach For Economic Growth



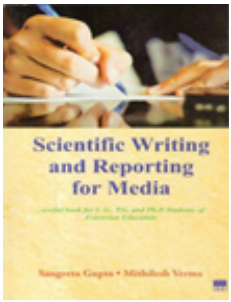
Author : Satish Modh & Nisha Pandey
ISBN : 9788186772911
Year : 2019
Price : Rs. 1995

Satish Modh (M.E. LL.B. M.f.M. Ph.D) is presently Director of Viveckanand Education Society Institute of Management, Mumbai. Earlier he was Associate Dean (Technology Management) and Professor (Strategy) at NMIMS University from June 2011 to May 2014. Dr. Modh is one of the founders and Director of World Hindu Economic Forum and one of the founder and Past President of Centre for International Studies, Mumbai. Dr. Modh has wide-range interests in the fields of Education Management, Corporate Strategy. Ethics, Disaster Management. He has published research papers on strategic management in several prestigious Indian journals and published books on disaster management. Also he has conducted several workshops on leadership development for NGOs and business organizations.

Nisha Pandey (Ph.D in Economics) is Associate Professor and Chairperson Entrepreneurship Cell at Vivekanand Education Society Institute of Management, (VESIM) Mumbai. She has established Centre of Entrepreneurship at VESIM and started various academic and professional courses under this cell. Dr. Pandey has worked in variousinter-disciplinary research projects in several Institute of International repute like Indian Institute of Technology. Bombay, Management Development Institute, Gurgaon, Harcourt Butler Technological Institute. Kanpur and Shastri Indo Canadian research project. Presented and published more than 30 papers in national and international conference, forum and Journals in India and abroad.

About the Book: This edited volume is a collection of papers presented by scholars from diverse disciplines at international conference organized by Vivekanand Education Society Institute of Management, Mumbai in February' 2016. The concept Creativity Entrepreneurship is must to boost Economic Growth. The Editors believe these scholarly research articles certainly represent a diverse collection of perspective to examine different aspects of Creativity, Economic Development which leads to Sustainable Growth. Global economic, social, technological and cultural changes have impact on both strategic and operational aspects of the planning, management and organization of business activities. Post industrial society, which is assumed as knowledge economy, recognizes creativity, innovation and entrepreneurship as key determinants of the modem business systems. At the firm level, creative thinking is essential part of product innovation, branding, communication and management of human resources. The commercial world is becoming increasingly aware of the importance of such f.1ctors as culture and creativity for its bottom lines.

Scientific Writing and Reporting For Media



Author : Sangeeta Gupta & Mithilesh Verma
ISBN : 9788186772881
Year : 2019
Price : Rs. 395

Dr. Sangeeta Gupta : Awards - (1) Received young scientist award in the field of Extension Education and Communication Management in 2014. (2) Received excellence in teaching award in 2014. (3) Received recognition award in 2014.

Research Work - Supervised thesis of 21 M.Sc. students in H.Sc. Extension Education and published 65 research papers. 14 popular articles in journals and Magazines.

Books Written - (1) Media Production and Management (Co-authored), (2) Effect of Alcoholism and Drug Addiction on Families (Co-authored), (3) Facebook Effect on the Users (Co-authored), (4) Elective Courses Textbook for B.Sc. Home Science (Co-authored), (5) Global Extension Systems (Co-authored), (6) Communication for Development (Co-authored), (7) Training for HRD and Rural Development (Co-authored).

Manuals Written - (1) Practical Manual of Extension Education and Communication Management, (2) Practical Manual on Training and HRD 2014.

Dr. Mithilesh Verma : Awards - (1) Research Link Swarn Patak award, Indore, 2013, (2) Azad Award, 2013, C.S.A.U., Kanpur, (3) Recognition Award 2014.

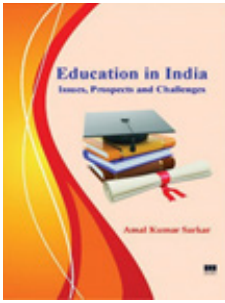
Research Work - Supervised Thesis of 15 M.Sc. students in Home Science Extension Education and Communication Management and Published 72 research papers. 29 popular articles in various journals and magazines.

Books Written - (1) Krishak Mahilaon Hetu Upyogi Sahitya (Hindi), (2) Media Production and Management (Co-authored), (3) Effect of Alcoholism and Drug Addiction on Families (Co-authored), (4) Facebook Effect on the Users (Co-authored), (5) Elective Courses Textbook for B.Sc. Home Science (Co-authored), (6) Global Extension Systems (Co-authored), (7) Communication for Development (Co-authored), (8) Food and Nutrition Security, (9) Training for HRD and Rural Development (Co- authored).

Manuals Written - (1) Practical Manual of Extension Education and Communication Management 2013, (2) Practical Manual on Training and HRD 2014.

About the book: Useful book for U.G., P.G. and Ph.D. students of Extension Education, Agriculture and Home Science Colleges. A textbook in extension for agricultural universities, colleges, training institutes, extension personnel, teachers, students, researchers of home and aboard, press and media reporters.

Education In India Issues, Prospects and Challenges



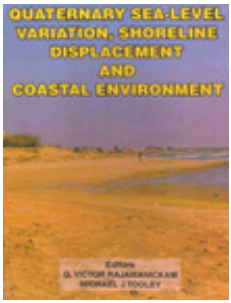
Author : Dr. Amal Kumar Sarkar
ISBN : 9788186772843
Year : 2019
Price : Rs. 1895

Dr. Amal Kumar Sarkar is presently working as an Asst. Professor in Education, at Universsity B.T & Evening College (B.Ed Section), Coochbehar, West Bengal. Born in the year 1981 at Bhikhan Pur, Uttar Dinajpur District in West Bengal, Dr. Sarkar obtained his graduation with honours in Education from Raiganj Surendranath College, under North Bengal University. He completed his M.A, B.Ed. and Ph.D. degrees from Kalyani University, West Bengal. He has participated in many international and national level seminars, conferences and has published research articles of repute. He has also completed UGC sponsored Minor Research Project in the area of 'Institutional Culture and Education'. His area of research is 'educational sociology, social values, culture.

The government of India has realized that expansion of education over the nation is significant elements of economic and social development. Indian education system is one of the largest systems in the world. In its size and diversity, India has the third largest education system in the world, next only to China and the United States. Since ancient time India has been well known in the field of education. A reading of Indian education history reveals that Ancient India is known for its rich cultural heritage and famous universities like Nalanda and Takshshila where knowledge was preserved and propagated through an oral tradition. Recently this rich Indian education tradition has become the matter of concern because of multiple reasons. In spite of a large improvement at different levels our present educational system is not up to the mark. On the other hand according to the HRD report published in 2011, in terms of human development India is ranked 134th among the 187 countries and in terms of the education index also India is doing even worse. It is ranked 146 in the world. In order to improve this degrading academic atmosphere of the country Government of India has taken initiatives like SSA, RTE Act, CTE, NCTE etc. for holistic improvement in education, but still some issues have arised as a hindrance in these mission.

This edited volume is a compilation of various articles discussing about the different facets of education and an attempt to answer the questions which frequently arise in the field of education in India. The contributors from various disciplines have approached the topic in different ways in this regard. In this volume the contributors have tried to present an elaborate discussion about the issues, prospects and challenges in education in India.

Quaternary Sea-Level Variation, Shoreline Displacement and Coastal Environment



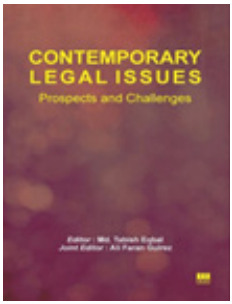
Author : G. Victor Rajamanickam & Michael J Tooley
ISBN : 81-86772-06-5
Year : 2019
Price : Rs. 3000

This book has the matter about (1) inter-glacial sea-level and coastal environmental changes, (2) the record of sea-level changes on the continental shelf, (3) coral reefs and sea-level change, (4) sediment sources and sinks in coastal zones, particularly sand dunes and estuaries during the Quaternary, (5) coastal changes associated with seismic events, (6) storm signatures and El Nino events and their impacts on coasts and (7) exploration, development, refinement application of new techniques to elucidate the understanding of coastal dynamics.

G. Victor Rajamanickam is a Professor of Earth Sciences at Tamil University. He studied in Annamalai University, Chidambaram as well as the Indian School of Mines, Dhanbad. He was employed first at the National Institute of Oceanography, Goa and then in Tamil University, Thanjavur. He is one of the pioneering geologists in India in the field of coastal studies. He led the country's first historical cruise for manganese nodule exploration in the Central. Indian Ocean Basin. He is the architect in establishing a separate Ocean Science and Technology Centre for Excellence on Placer Deposits. He is now, deeply involved in Quaternary Sedimentation and Mineral Exploration.

Michael J. Tooley is Professor of Physical Geography and Environmental Science at Kingston University, U.K. He studied at the Universities of Birmingham, Columbia (New York) and Centre. He taught at the University of Durham where he founded the Environmental Research Centre. He was Professor at the Universities of Durham and of St. Andrews and has an Honorary Chair at University College, London. He was the U.K. national correspondent of unesco-IGCP Projects 61 and 200 on sea-level changes. He was the Secretary and President of the INQUA Commission on Quaternary Shorelines.

Contemporary Legal Issues Prospects and Challenges



Author : Md. Tabish Eqbal and Ali Faran Gulrez
ISBN : 9788186772676
Year : 2019
Price : Rs. 1295

This book is a compilation of articles on different Legal Issues existing in contemporary India. It caters well researched papers on various burning legal issues of national and international importance.

Md. Tabish Eqbal is pursuing B.A. LLB (Final year), Department of Law, Aligarh Muslim University, Aligarh. He is an outstanding student of the university who has consistently maintained a good academic record. Mr. Eqbal is an enthusiastic, highly motivating and has good analytical skills. His outstanding grasp of logic, clarity and communicative skills have made him a stand out. He was selected for the post of editor of AMU Law Society Review 2015-16. Not only this, Mr. Eqbal has represented Aligarh Muslim University in many national and international conferences. He has presented more than 12 national and international papers on different legal and social issues and also has publications in international journals.

Ali Faran Gulrez is pursuing B.A. LLB (Hons.) from Department of Law, Aligarh Muslim University, Aligarh. He is the Joint Editor of AMU Law Society Review.