

ASCENT INTERNATIONAL JOURNAL FOR RESEARCH ANALYSIS

(A Bi-Lingual Multi-Disciplinary Peer Reviewed International Quarterly Journal)

Oct. – Dec. 2017 Vol. II ISSUE IV, Impact Factor (PIF) 2.148, Indexed in I2OR.Rigisterd & Listed by UGC 63514

CONTENTS

S. No	Topic-Name of Author	Subject	Page No
1.	Study on Strategies of Rural Marketing in India: A Perspective Approach – Dr. Kavita Pareek	Management	1.1-1.9
2.	Electrochemical Synthesis and Characterization of 2,4 Dichlorobenzylalcohol - Dr. Ritu Saharan	Chemistry	2.1-2.6
3.	The Business of Dental Tourism : With Special Relevance to India Ms. Komal Yadav	B. Adm.	3.1-3.7
4.	राजस्थान में अकाल की समस्या और प्रबन्ध – डॉ. विक्रम सिंह	Geography	4.1-4.4
5.	Present Challenges of India's Population and Development Neetu Singh	Geography	5.1-5.3
6.	Good Governance - Dr. Meenakshi Vijay	Pol. Science	6.1-6.7
7.	A Study of the Insurance Terminology in the Age of Globalization Manish Kalwani	Commerce	7.1-7.2
8.	A Study of the Audit Terminology in the Age of Globalization Prakash Kalwani	Commerce	8.1-8.2
9.	Retailing Industry–Current Scenario and Future Prospects Anjali Motwani	B. Adm	9.1-9.6
10.	सीकर जिले में जल संग्रहण एवं प्रबन्धन महेन्द्र जाट	Geography	10.1-10.5
11.	A Study of Land Use and Agriculture Scenario in Viratnager Tehsil, Jaipur (Rajasthan, India) - Rinku Yadav, Dr. K.C. Sharma	Geography	11.1-11.6
12.	राजस्थान में जल संकट की समस्या एवं उसके समाधान का एक अध्ययन सीताराम मीणा	Geography	12.1-12.4
13.	Resource Management in Sikar : An Analytical study - Suman Bajiya	Geography	13.1-13.3
14.	Climate Change and its Impact of Environment in the Kota District, Rajasthan – Suman Bharti Meena & Dr. D.C.Dudi	Geography	14.1-14.10

15.	Forest Biomass Estimation Through Vegetation Structure Analysis using Geospatial Technology : A Case Study of Almora District, Uttarakhand - Archana	Geography	15.1-15.9
16.	महिला सशक्तिकरण पर गैर सरकारी योजनाओं का योगदान (जयपुर जिले के विशेष सन्दर्भ) – रविन्द्र कुमार	History	16.1-16.6
17.	राजस्थान में पर्यटन उद्योग एवं आर्थिक विकास में योगदान बाबूलाल मीणा, श्रवण कुमार मीणा	Geography	17.1-17.7
18.	Environmental Impact Assessment (EIA) of Gotan Limestone Mines, Village Borunda, Bilara, Jodhapur (Rajasthan) – Satyapal Jiterwal	Geography	18.1-18.7
19.	Tribal Area Planning and Development A Case Study of Rajasthan State – Sumit Jangu & Anil Kumar Dhakad	Geography	19.1-19.8
20.	Assessment of Tourism Growth in Tal Chhapar Wildlife Sanctuary (Churu District) – Vandana Kumari	Geography	20.1-20.3
21.	Psychotherapy: A Special Brach in Psychology (A Mini Review) Amit Sharma	Psychology	21.1-21.3
22.	Impact of Different Pesticides on Human Health Aarif Khan	Biotechnology	22.1-22.3
23.	Computation Chemistry- Advancement and Scope Harishita Patodia	Chemistry	23.1-23.4
24.	The Significance of NCERT Textbooks and Their Scope Mamta Jain & Dr. Ashoke Sidana	Education	24.1-24.3
25.	Diseases in Relation to Plant Pathology – A Mini Review Renu Saini	Botany	25.1-25.3
26.	Urinalysis and Its significance in Clinical Trials Dr. Tripti Yadav	Biotechnology	26.1-26.4
27.	Botanical Gardens and Their Role in Conservation of Nature Vinod Kumar	Botany	27.1-27.7
28.	Intellectual Disability with Reference to Poverty among Humans Rimpu Kumari	Education	28.1-28.3

29.	Learning Disability in Children and Its Strategies For Dealing Sunita Ranin	Education	29.1-29.4
30.	बाणगंगा बेसिन में पर्यावरण अवसान की समस्या एवं समाधान: एक भौगोलिक विश्लेषण (दौसा जिले के सन्दर्भ में) डॉ. धर्मेन्द्र सिंह चौहान मानसिंह मीना	Geography	30.1-30.3
31.	स्वामी विवेकानन्द की मानव निर्माणकारी शिक्षा व्यवस्था – मोनिका शर्मा	Pol. Science	31.1-31.6
32.	Impact of Micronutrient Intake on Weight Reduction in Women Dr. Richa Chaturvedi & Dr. Nimali Singh	Home Science	32.1-32.7
33.	Quick Calculation of Sigma and Pi Bonds – Lovish Raheja	Chemistry	33.1-33.6
34.	Sports As an Initiative Under Corporate Social Responsibility Provision: An Analytical Study of Selected Indian Companies Swarna Chourasia & K. Gupta	Management	34.1-34.9
35.	Human Right and Development Dr. Mahindra Tiwari & Mrs. Sonia	Law	35.1-35.5
36.	Remember The Victim of Juvenile Offenders Dr. Mahendra Tiwari & Tripti	Law	36.1-36.5
37.	Alternative Dispute Resolution (ADR) and It's Need in Contemporary Indian Legal System – Dr. Abhishek Baplawat	Law	37.1-37.7
38.	Environment Issues and Sustainable Development Goal's: A Brief Analysis on Recent Trends in State of Rajasthan Dr. Nitesh Saraswat & Dr. Rinu Saraswati	Law	38.1-38.5
39.	Agriculture Insurance in India; Now & Dr. Apeksha Bhatnagar	Management	39.1-39.8
40.	Social Thoughts of Mulk Raj Anand & R.K. Narayan Smt. Namita	English	40.1-40.3
41.	पुराण साहित्य में पर्यावरण संरक्षण – डॉ. रीतिका जैन	Sanskrit	41.1-41.5
42.	राजस्थान के सुरक्षा प्रहरी-दुर्ग – डॉ. चित्रा तंवर	History	42.1-42.6
43.	An Assessment of Knowledge and Practices of Rural Women Regarding Infant Care, Jaipur District, Rajasthan Anita Sain & Kesar Chayal	Home Science	43.1-43.5

44.	Role of PRIs in Economic Empowerment of Women Promoting Inclusive Growth – Dr. Asha Arora	Economics	44.1-44.5
45.	राजस्थान के आर्थिक विकास में पर्यटन उद्योग का महत्व डॉ. भरत पारीक	B. Adm.	45.1-45.6
46.	राजस्थान में ग्रामीण पर्यटन का विकास एवं प्रबंधन: एक भौगोलिक अध्ययन प्रेम सोनवाल	Geography	46.1-46.4
47.	Relationship Between the Career Stages of and Employee and Their Needs - Amita Chorasiya	Management	47.1-47.4
48.	India Fairs: A Significant Tool of Traditional Media and Its Impact on Social Development; With Special Reference to Pushkar Mela ,Ajmer, India – Firoz Khan	Social Science	48.1-48.5
49.	Impact of Contemporary Issues on Financial Inclusion Dr. Mrinali Kankar & Shweta Bansal	ABST	49.1-49.6
50.	Cashless Economy: Modes, Opportunities and Challenges Dr. Vishal Gauttam & Ms. Namita Goyal	Commerce	50.1-50.8
51.	Indian Banking Industry: an One view Dr. Ranjula Jain & Komal Yadav	ABST	51.1-51.6
52.	Role of Indian Traditional in Biodiversity Conservation Dr. Sunita Shekhawat & Dr. Prerna Singh Lavania	Zoology	52.1-52.4
53.	Work Life Balance among Female Teachers of Private Schools Preeti Agarwal	B.Adm	53.1-53.4
54.	Sustainable Development: Sociological Perspective - Dr. Sweety Mathur	Sociology	54.1-54.2
55.	A Literature Review on Impact of E-marketing on Consumer Buying Behavior in Rajasthan - Dr. Bhumija Chouhan Dr. Kapil Khatter & Hans Kumar Sharma	Management	55.1-55.11
56.	Scenario After Computerization in Indian Banking Mrs. Surbhi Sharma & Ms. Suman Saini	EAFM	56.1-56.8
57.	Development of Information Technology in Banking Industry in India Ms. Suman Saini & Mrs. Surbhi Sharma	EAFM	57.1-57.9

58.	An Analytical Study on Reintegration of the Jhunjhunu Frescoes in the Contemporary – Dr. Nirupama Singh	Visual Arts.	58.1-58.5
59.	Corporate Social Responsibility in Pharmaceutical Companies of India - Dr. S S Chauhan & Mrs. Rakhi Garg	Management	59.1-59.7
60.	Social Media for Good Governance and Inclusive Development Dr. Vinod Kumar Kewalramani & Dr. Manish Tiwari	Social Science	60.1-60.7
61.	भारतीय लोकतन्त्र : जाति और राजनीति की अन्तःक्रिया – डॉ. सुरेन्द्र यादव	Pol. Science	61.1-61.3
62.	Importance of Handloom and Powerloom Sector in India Economy Priyanka Inani - Milak	Economics	62.1-62.5
63.	Human Right in India and Judicial Trends: A Step Towards Social Justice – Dr. Devendra Kumar Sharma	Law	63.1-63.7
64.	Challenges Upfront in the Legal Education Structure: Global Trends Dr. C.P. Gupta	Law	64.1-64.4
65.	Perception of students towards quality in Higher Education Avnish Vijay & Harsh Purohit	Management	65.1-65.19
66.	निगमीय सामाजिक उत्तरदायित्व – “भारत हैवी इलैक्ट्रीकलन लिमिटेड रिपोर्ट 2016–17 के संदर्भ में” – संजय कुमार	ABST	66.1-66.5
67.	Health Insurance in Corporate Sector: A critical Review in New Era of Globalization - Shweta Vyas & Dr. Neel Kamal Purohit	ABST	67.1-67.3
68.	Impact of Goods & Services Tax on Small Businesses – Dr. Suresh	Commerce	68.1-68.5
69.	भारत में महिला सशक्तिकरण: राजस्थान के संदर्भ में – डॉ. राजेन्द्र प्रसाद मीणा एवं मंजू कंडीरा	Political Science	69.1-69.6
70.	दक्षिणी अरावली पहाड़ी प्रदेश में वन पारिस्थितिकी – डॉ. रामा प्रसाद एवं मनमोहन सिंह	Geography	70.1-70.13

71.	Recovery and Overdue Management Under PLBD'S (Primary Land Development Bank) – Dr. Sitaram Sharma	Business Admn	71.1-71.7
72.	राजस्थान में राष्ट्रपति शासन का इतिहास डॉ. हीरालाल मीणा	Political Science	72.1-72.7
73.	Early Indian History and Western View – Dr. Dinesh Bhargava	History	73.1-73.4
74.	समकालीनता के विविध संदर्भ और सर्वेश्वर की कविता – डॉ. प्रतिभा शुक्ला	Hindi	74.1-74.8
75.	Threats to Democracy – Dr. Kiran Shukla	Political Science	75.1-75.5
76.	राष्ट्रभाषा के संबंध में गांधी जी की विचारधारा – डॉ. हरीश चन्द्र	Hindi	76.1-76.2
77.	“वामन विजयम्” का काव्यशास्त्रीय अनुशीलन – डॉ. बंशी धर रावत	Sanskrit	77.1-77.6
78.	जयपुर रियासत काल में मीणा जनजाति में सुधार के प्रयास डॉ. गिरधारी लाल मीणा	History	78.1-78.4
79.	भारतीय लोक प्रशासन के स्वरूप में जिला प्रशासन की बदलती भूमिका डॉ. हंसकुमार शर्मा	Political Science	79.1-79.6
80.	Changing Dimension of E-Banking Froude: Indian Perspective Dr. Rekha	Law	80.1-80.11
81.	An Analysis of Satisfaction Level of Customers Dealing with D-Mart Dr. Bharat Pareek & Anil Salecha	Management	81.1-81.6
82.	Numerical Investigation of Turbulent Flow Using LES Turbulence Model – Naman Agarwal	Science	82.1-82.13
83.	A Study of Marketing Strategies Opted by Patanjali Ayurveda Limited Dr. Meenu Sharma	BADM	83.1-83.8
84.	महादेवी वर्मा के रेखाचित्रों में सामाजिक सरोकार – डॉ. कुलदीप सिंह मीना	Hindi	84.1-84.6
85.	राजनीतिक जनसंपर्क और विश्वसनीयता का संकट (Political PR and Crisis of Credibility) रतन सिंह शेखावत	Mass Communication	85.1-85.6

86.	Rural Development as a Key to Accomplish Zero Hunger in 2030 Dr. Namrata Swarnakar	Fine Arts and Painting	86.1-86.11
87.	Can the Shah Jahan era be referred to be the Golden Age of Indian History? - Dr. Bhawani Singh Gurjar	History	87.1-87.7
88.	संस्कृत शास्त्रों में पर्यावरणीय संतुलन का बोध – डॉ. यशस्पति झा	Sanskrit	88.1-88.7
89.	आधुनिक संस्कृत दूतकाव्यों में भारत-महिमा – डॉ. भास्कर शर्मा	Sanskrit	89.1-89.6
90.	A Study of the Impact of Marble Mining Activities on the Air Quality in Village-Sabalpur, Tehsil-Makrana, District-Nagaur, Rajasthan (India) – Prem Singh Bugasara & Rajesh Kumar Yadav & Neha Saxena	Science	90.1-90.17
91.	कालिदास के ऋतुसंहार खण्ड काव्य में सर्ग योजना – डॉ. छगनलाल महोलिया	Sanskrit	91.1-91.5
92.	Coalition Government in India: Towards a Multi-Party Democracy Dr. Bharat Lal Meena	Political Science	92.1-92.6
93.	A Study on Socio-Cultural Impact of Tourism in the City of Pushkar, Rajasthan – Dr. Padma Meena	Political Science	93.1-93.8
94.	An Analytical and Historical Perspective on Women's Education in India – Dr. Ranjeet Poonia	History	94.1-94.5
95.	In an Era of Guarantee Public Service Delivery, How Good are Public Services: An Analysis – Dr. Mahendra	Public Administration	95.1-95.7
96.	Fluoride Concentration in Raw Food Items from the Villages of Sanganer Jaipur – Dr. Prakash Narayan & Prem Singh Bugasara & Malti Rotwar	Botany	96.1-96.5
97.	Cyber Security's Role in Preventing Crimes Against Women Dr. Ravi Bala Goyal & Geetansh Goyal	Zoology	97.1-97.6
98.	पुरुषार्थ चतुष्टय की महत्ता – डॉ. अनुजा शर्मा	Sanskrit	98.1-98.5

99.	An Analysis of Effective Working Capital Management in Rajasthan's Cement Industry Dr. Vandana Ahuja	ABST	99.1-99.17
100.	साहित्य में शिव का ज्योतिषीय महत्त्व – डॉ. राजेश कुमार	Hindi	100.1-100.2
101.	Overview of Inventory Management in Organizations: A Theoretical Perspective Dr. Anil Kumar Gupta	ABST	101.1-101.7
102.	महात्मा गाँधी व मार्क्स की अर्थनीतियों की तुलनात्मक विवेचना डॉ. ममता शर्मा	Political Science	102.1-102.5
103.	International Financial Reporting Standard (IFRS): A Review Dr. Madhusudan Agarwal	ABST	103.1-103.6
104.	“भारतीय संस्कृति का उदान स्वरूप अतिथि पूजन” डॉ. धर्मसिंह गुर्जर	Sanskrit	104.1-104.3
105.	A Comparative Political Parties: Systems and Organizations Dr. Kamal Kishor Saini	Political Science	105.1-105.5
106.	Navigating Diversity: Understanding the Dynamics of Race, Tribe, and Ethnicity Dr. Gouri Shanker Meena	Sociology	106.1-106.9
107.	A Review on E-Commerce Benefits and Challenges Dr. Vikram Jain	Computer Science	107.1-107.7
108.	“Navigating Self-Disclosure on Social Media: Risks and Benefits in the Digital Age” Dr. Rishi Kumar Sharma	Sociology	108.1-108.17
109.	महिला सशक्तिकरण का आधार एवं भारत में इसका प्रभाव डॉ. सुशीला सारस्वत	Hindi	109.1-109.4
110.	“राग और वाद्य” – डॉ. किशानी फुलवानी	Hindi	110.1-110.3
111.	An Analytical Study on the Financial Performance of Indian Public Limited Companies before and After M&A Transactions Dr. Sunil Kumar	ABST	111.1-111.7

112.	An Analysis of Class Struggles in “The God of Small Things” by Arundhati Roy Dr. Vinod Kumar	English	112.1-112.6
113.	Applications of Group Theory in Modern Science and Technology Dr. Durgesh Pareek	Mathematics	113.1-113.8
114.	Analytical Overview of Calculus: Fundamental Principles and Real Word Applications Dr. Sunil Saxena	Mathematics	114.1-114.6
115.	Challenges and Opportunities in Indian Higher Education: Post-Independence Perspectives and Future Directions Dr. Anita Prashant	Chemistry	115-115.11
116.	A STUDY ON SODIUM CHLORIDE'S (NaCl) IMPACT ON PEA PLANT (PISUM SATIVUM L.) GERMINATION, GROWTH, AND YIELD Dr. Pushpa Agarwal	Botany	116-116.11