

Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years
3.3.3.1. Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings year-wise during last five years

BOOKS /CHAPTERS

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of Publication Calendar Year	Year of publication Academic Year	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Mr. V.R. Kakulte	e Book The role of National Service Schemes for effective communication	FFECTIVE COMMUNICATION; ROLE & GOAL OF NATIONAL SERVICE SCTLILMES FOR TIE PUBLIC				2016	2015-16	ISBN: 9788192842967	SVKT College	Nashik Shikshan Prasarak Mandal's Late Bindu Ramrao Deshmukh Arts and Commerce Mahila Mahavidyalaya, Nasik road.
2	Smt. L.D. Jadhav	e Book The role of National Service Schemes for effective communication	Rural Development : Adopting A Village by NSS				2016	2015-16	ISBN: 9788192842967	SVKT College	Nashik Shikshan Prasarak Mandal's Late Bindu Ramrao Deshmukh Arts and Commerce Mahila Mahavidyalaya, Nasik road.
3	Smt. V.E. Sonawane	Agricultural and Environmental Microbiology					2016	2016-17	978-93-5158-512-1	S.V.K.T. College	Success Publications
4	Mr.A.S. Kale	Bacterial Systematics and Physiology					2017	2017-18	978-93-24457-27-9	S.V.K.T. College	Success Publications
5	Dr. B.S. Dhoke	Maharashtra Sahitya Patrika Shunya Ek Chintangarbh Kavita					2018	2018-19	2456-656X	S.V.K.T. College	Maharashtra Sahitya Patrika
6	Dr. B. P. Pagar	Synthesis of Benzo[H][1,6]Naphthyridine Derivatives					2019	2019-20	978-620-0-46895-6	S.V.K.T. College	Lambert Academic Publishing
7	Dr. K.H. Rakibe	Resurrecting South Asian History					2020	2019-20	978-93-90459-04-9	Prashant Publication	Authors Press
8	Dr. K.H. Rakibe	The Mystical Voices					2020	2019-20	978-81-947052-2-2	S.V.K.T. College	Global Fraternity of Poets
9	Dr. U.Y.Gite	Vyavsay Prashasan					2020	2019-20	978-81-948015-1-1	Prashant Publication	Prashant Publication
10	Dr. U.Y.Gite	Vipanan ani Vikraykala Part 2					2020	2019-20	978-93-89492-66-8	Prashant Publication	Prashant Publication
11	Dr. U.Y.Gite	Vipanan Vyavsthapan					2020	2019-20	978-81-948015-4-2	Prashant Publication	Prashant Publication



ATTESTED
Mellu
PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts
Science & Commerce College
Deolai-Camp (Nashik)

15-16

E-BOOK

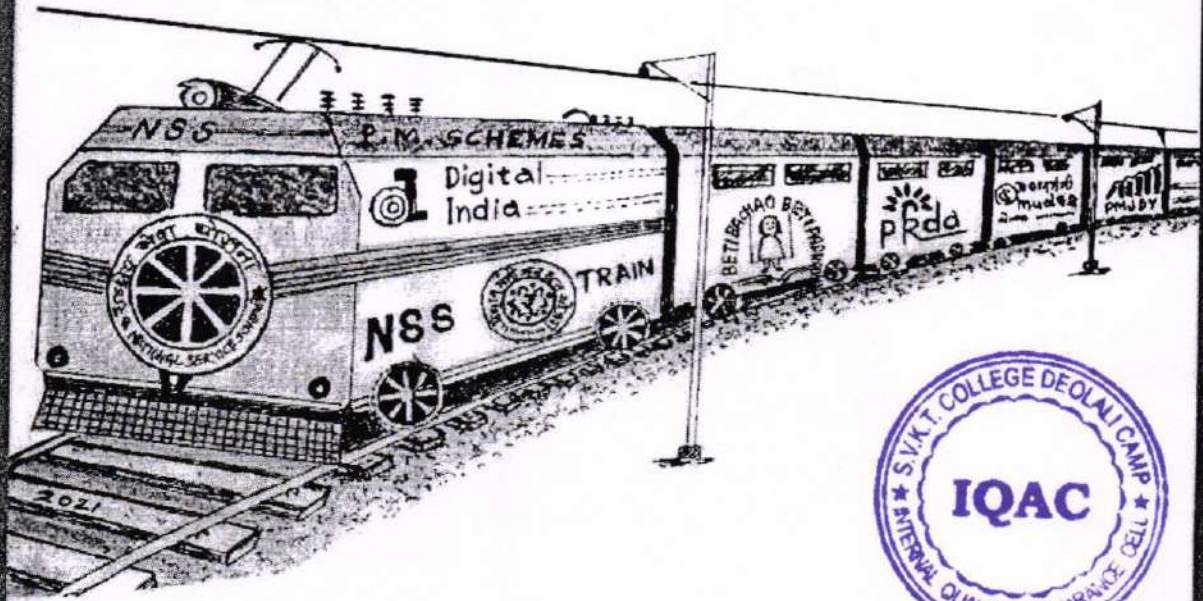
Published for National Level Seminar on "The Role of National Service Scheme for Effective Implementation of Prime Minister Schemes for Rural Area"

ISBN: 9788192842967, 19 March, 2016

"The Role of National Service Scheme for Effective Implementation of Prime Minister Schemes for Rural Area"

19 and 20 March, 2016

Organised Under,
QUALITY IMPROVEMENT PROGRAMME (BCUD)
SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE



Organised by,
Nashik Shikshan Prasarak Mandal's
Late Bindu Ramrao Deshmukh
Arts and Commerce Mahila
Mahavidyalay, Nashik Road.

Ph.No. (0253) 2465967. Email ID - seminarnss@gmail.com

ATTESTED

 PRINCIPAL
 Smt. Vimlaben Khimji Tejokaya, Arts,
 Science & Commerce Collage
 Deolali-Camp (Nashik)

f

Published for National Level Seminar on "The Role of National Service Scheme for Effective Implementation of Prime Minister Schemes for Rural Area"

ISBN: 9788192842967, 19 March, 2016

Board of Editors: Dr. A. R. Bhardwaj, Dr. K. D. Kushare, Dr. S. J. Limbare, Dr. D. K. Holkar, Prof. Prakash Warkari and Prof. Tejesh Beldar

Index: Table of Contents

FROM CHAIRMAN'S DESK (MANAGING BOARD)

FROM THE CHAIRMAN'S DESK (LOCAL MANAGEMENT COMMITTEE)

FROM THE PRINCIPAL'S DESK

EDITORIAL

PAPER NO	NAME OF THE PARTICIPANT	TITLE OF THE PAPER
01	DR. R. HARIDAS	UPLIFTMENT OF RURAL INDIA THROUGH EFFECTIVE IMPLEMENTATION OF "SWACHH BHARAT MISSION" BY NATIONAL SERVICE SCHEME
02	DR. ANIL KUMAR VAJPAYEE	ROLE OF YOUTH IN NATION BUILDING-REFORM, PERFORM & TRANSFORM
03	DR. SADHANA G. MATHAD	DEVELOPMENT OF YOUTH THROUGH NSS
04	PROF. VIKARAM KAKULATE & PROF. VINAYAK BHAMRE	EFFECTIVE COMMUNICATION: ROLE & GOAL OF NATIONAL SERVICE SCHEMES FOR THE PUBLIC
05	RAJU SUDAM SANAP	NSS - RURAL DEVELOPMENT
06	ARCHANA V. SALUNKE	THE ROLE OF NATIONAL SERVICE SCHEME FOR EFFECTIVE IMPLEMENTATION OF PRIME MINISTER SCHEMES FOR RURAL AREA
07	DR. MANGESH RAMESH BHAVSAR	NSS AND YOUTH DEVELOPMENT IN THE CONTEXT OF NATION BUILDING IN THE CURRENT SCENARIO
08	L.D. JADHAV & SMITA PAKDHANE	RURAL DEVELOPMENT: ADOPTING A VILLAGE BY NSS
09	PROF. N. B. GURULE & VAISHNAVI FARTALE & SUMIT VYAS	SUCCESSFUL IMPLEMENTATION OF PRIME MINISTER SCHEMES FOR RURAL AREA THROUGH NATIONAL SERVICE SCHEME
10	DR. SAMEER LIMBARE	A STUDY OF COMMUNITY PARTNERSHIP IN UNIVERSITIES & INSTITUTIONS
11	MR. TEJESH D. BELDAR	EFFECTUATION OF NSS OBJECTIVES THROUGH THE PM SCHEMES

Remaining papers are continued on next page.....

Please click on PAPER to access/open it.

Attention:

The views and opinions, expressions and/or reflections contained in this e-BOOK published for and on behalf of the Late BRD Arts and Com., Mahila Mahavidyalaya, Nashik Road should not be interpreted as views and opinions, expressions and/or reflections of the College Authority and of the Editors. The opinions / views expressed in the papers in this e-BOOK by the authors are of their own and the Editors do not necessarily agree with them. The authors themselves are responsible for the contents of their Research Papers and for the plagiarism.

ATTESTED

 PRINCIPAL
 Smt. Vinayaben Khimji Tejookaya, Arts
 Science & Commerce College
 Deolali-Camp (Nashik)



E-BOOK Published for National Level Seminar on
"The Role of National Service Scheme for Effective
Implementation of Prime Minister Schemes for Rural Area"
(19 March, 2016)



EFFECTIVE COMMUNICATION: ROLE & GOAL OF NATIONAL SERVICE SCHEMES FOR THE PUBLIC

PROF. VIKARAM KAKULATE

SVKT College, Nashik Road

&

PROF. VINAYAK BHAMRE

Bytco College, Nashik Road

OBJECTIVE OF THE PAPER

- 1) To study the effective communication in NSS

INTRODUCTION

The national service scheme was started in order to promote social consciousness and sense of responsibility in the college students. It also aims at developing in them a sense of discipline and dignity of labour. The scheme provides an excellent opportunity to the students to appreciate the condition prevailing in the community.

GOAL OF NATIONAL SERVICE SCHEME

The ultimate goal of the scheme is:

"Development of the personality of students through community service" this goal is sought to be achieved by enabling the students to:

ATTESTED
Mohar
PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)



- vii. Posters
- viii. Charts
- ix. Flip charts
- x. Photographs etc.

Preparation and use of appropriate media for communication requires creativity of mind and skills.

Methodology: Lectures on different topics followed by group discussion

Conclusion: The youth of today are the citizens of tomorrow. School and colleges are the training grounds where all around personality of these students is developed. NSS provides an excellent opportunity to the students to appreciate the condition prevailing in the community.

ATTESTED

PRINCIPAL
Smt. Vimlaben Khimji Tejokaya, Arts,
Science & Commerce College
Deolali-Camp (Nasik)



e-BOOK

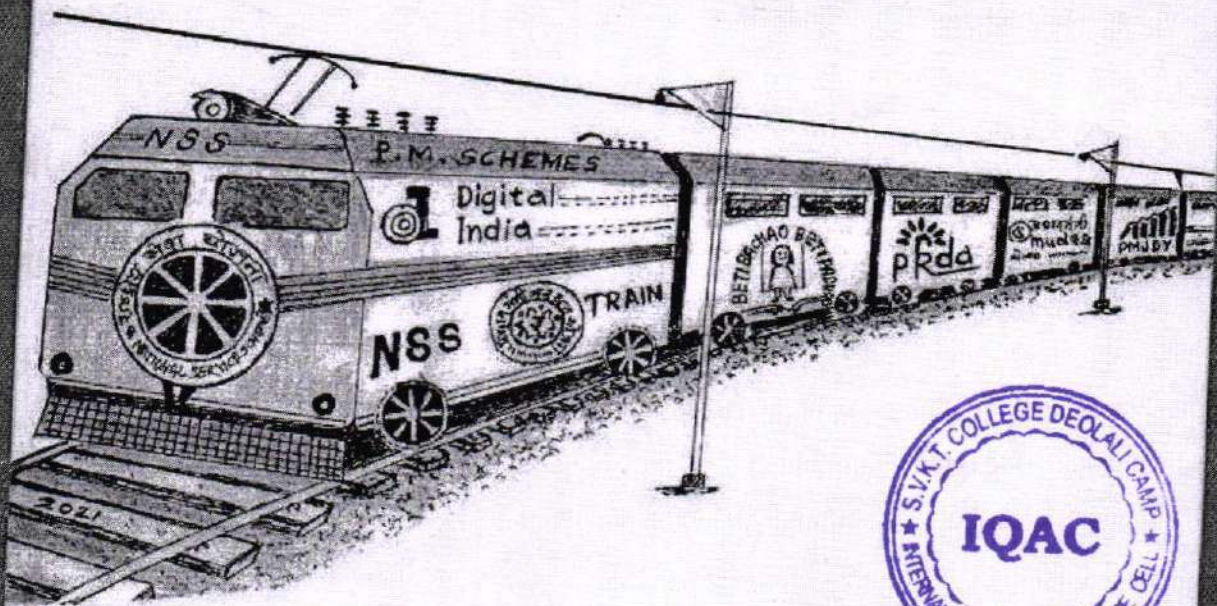
Published for National Level Seminar on "The Role of National Service Scheme for Effective Implementation of Prime Minister Schemes for Rural Area"

ISBN: 9788192842967, 19 March, 2016

"The Role of National Service Scheme for Effective Implementation of Prime Minister Schemes for Rural Area"

19 and 20 March, 2016

Organised Under,
QUALITY IMPROVEMENT PROGRAMME (BCUD)
SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE



Organised by,
Nashik Shikshan Prasarak Mandal's
Late Bindu Ramrao Deshmukh
Arts and Commerce Mahila
Mahavidyalay, Nashik Road.

Ph.No. (0253) 2465967. Email ID - seminarnss@gmail.com

ATTESTED
[Signature]
PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)

Published for National Level Seminar on "The Role of National Service Scheme for Effective Implementation of Prime Minister Schemes for Rural Area"

ISBN: 9788192842967, 19 March, 2016

Board of Editors: Dr. A. R. Bhardwaj, Dr. K. D. Kushare, Dr. S. J. Limbare, Dr. D. K. Holkar, Prof. Prakash Warkari and Prof. Tejesh Beldar

Index: Table of Contents

FROM CHAIRMAN'S DESK (MANAGING BOARD)

FROM THE CHAIRMAN'S DESK (LOCAL MANAGEMENT COMMITTEE)

FROM THE PRINCIPAL'S DESK

EDITORIAL

PAPER NO	NAME OF THE PARTICIPANT	TITLE OF THE PAPER
01	DR. R. HARIDAS	UPLIFTMENT OF RURAL INDIA THROUGH EFFECTIVE IMPLEMENTATION OF "SWACHH BHARAT MISSION" BY NATIONAL SERVICE SCHEME
02	DR. ANIL KUMAR VAJPAYEE	ROLE OF YOUTH IN NATION BUILDING-REFORM, PERFORM & TRANSFORM
03	DR. SADHANA G. MATHAD	DEVELOPMENT OF YOUTH THROUGH NSS
04	PROF. VIKARAM KAKULATE & PROF. VINAYAK BHAMRE	EFFECTIVE COMMUNICATION: ROLE & GOAL OF NATIONAL SERVICE SCHEMES FOR THE PUBLIC
05	RAJU SUDAM SANAP	NSS - RURAL DEVELOPMENT
06	ARCHANA V. SALUNKE	THE ROLE OF NATIONAL SERVICE SCHEME FOR EFFECTIVE IMPLEMENTATION OF PRIME MINISTER SCHEMES FOR RURAL AREA
07	DR. MANGESH RAMESH BHAVSAR	NSS AND YOUTH DEVELOPMENT IN THE CONTEXT OF NATION BUILDING IN THE CURRENT SCENARIO
08	L.D. JADHAV & SMITA PAKDHANE	RURAL DEVELOPMENT: ADOPTING A VILLAGE BY NSS
09	PROF. N. B. GURULE & VAISHNAVI FARTALE & SUMIT VYAS	SUCCESSFUL IMPLEMENTATION OF PRIME MINISTER SCHEMES FOR RURAL AREA THROUGH NATIONAL SERVICE SCHEME
10	DR. SAMEER LIMBARE	A STUDY OF COMMUNITY PARTNERSHIP IN UNIVERSITIES & INSTITUTIONS
11	MR. TEJESH D. BELDAR	EFFECTUATION OF NSS OBJECTIVES THROUGH THE PM SCHEMES

Remaining papers are continued on next page.....

Please click on PAPER to access/open it.

Attention:

The views and opinions, expressions and/or reflections contained in this e-BOOK published for and on behalf of the Late BRD Arts and Com., Mahila Mahavidyalaya, Nashik Road should not be interpreted as views and opinions, expressions and/or reflections of the College Authority and of the Editors. The opinions / views expressed in the papers in this e-BOOK by the authors are of their own and the Editors do not necessarily agree with them. The authors themselves are responsible for the contents of their Research Papers and for the plagiarism.

ATTESTED

 PRINCIPAL
 Smt. Vinayaben Khimji Tejookaya, Arts
 Science & Commerce College
 Deolali-Camp (Nashik)



e-BOOK: Published for National Level Seminar on
"The Role of National Service Scheme for Effective
Implementation of Prime Minister Schemes for Rural Area"
(19 March, 2016)



RURAL DEVELOPMENT: ADOPTING A VILLAGE BY NSS

L.D. JADHAV

Asst. Professor, SVKT College, Deolali Camp, Nashik

&

SMITA PAKDHANE

Asst. Professor, K.G.D. More Arts Commerce
& Sci College, Niphad

Objectives:

- 1) To study the role of NSS in rural area.
- 2) To study some strategies for adopting village by NSS

Introduction:

India is mainly a land of villages as 80 percent of the country's population resides in more than 558000 villages. Hence, any effort made to attain country's development need to spotlight its interest on this 80 percent rural people. During the last 65 years Government through planned effort have been trying to apply its programmers' for rural development with almost might and vigor. However, despite all these attempts on the part of government and also notable increase that has been achieved in industrial and agricultural produce, the economic dissimilarity is increasing in India.



ATTESTED

[Signature]
PRINCIPAL

Smt. Vimlaben Khimji Tejokaya, Arts,
Science & Commerce College
Deolali Camp, Nashik

include such as construction roads, drinking water wells and construction of Panchayat building, establishment of co-operative societies, women's production activities etc. These projects and activities should benefit the total community.

Fourth step:

Attention during the fourth stage will be focused on utilizing the infrastructure and the facilities created for development of individuals, the families, the interest groups & the community & in all aspects of their life. Here special attention must be providing to weaker sections of the community. The project could be undertaken with help of banks, Government agencies .people should helped to tap these resource. These projects as mentioned earlier should results into some physical outcome in the form on increased income, more irrigation facilities, better health and nutrition etc.

Methodology:

Lecture-cum-Discussion and field visit

Conclusion:

Government programmes and schemes must work, these should not replaces.therefore NSS should help community people to take advantages of various programmes and schemes of government agencies.Lastly NSS programmes should help people to achieve some physical outcome such as more new land brought under cultivation, more irrigation facilities, more production, more income, better helth and nutrition etc. NSS inculcate the social values among youth, to develop themselves a sense of social responsibility and to identify the needs and problems of society and involve them in problem solving by the way of adopting village.



MICROBIOLOGY

AGRICULTURAL AND ENVIROMENTAL MICROBIOLOGY

T.Y.B.Sc. (Sem.-IV) (MB - 346) (Paper- VI)

Prof. Dr. Sangeeta S. Ahiwale

Prof. Vaishali E. Sonawane (Ahire)

Prof. Laxmi S. Singh

As Per
New Syllabus
& with solved
Question
Paper



SUCCESS PUBLICATIONS

ATTESTED
Madhu
PROFESSOR
Dr. Vimalaben Khatke, Jyotikanya Arts,
Sciences & Commerce College
Deccan-Camp Nashik.

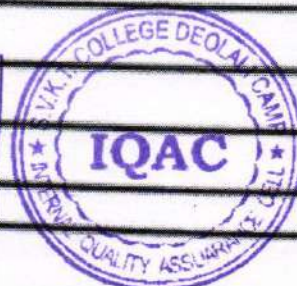


Index

Unit No.	Contents	Page No.
1	Agriculture Technology	1.1 to 1.36
	1.1. Agricultural Technology 1.2. Plant Growth Improvement 1.3. Methods of Plant Disease Control	
2	Biochemistry and Production of Bio-fertilisers	2.1 to 2.34
	2.1. Bio-fertilisers 2.2. Nitrogen Fixation 2.3. Phosphate Solubilisation 2.4. Potassium Mobilisation 2.5. Iron Chelation	
3	Bioremediation and Waste Water Treatment	3.1 to 3.33
	3.1. Bioremediation 3.2. Bioaugmentation 3.3. Genetically Modified Micro-organisms in Bioremediation 3.4. Biosorption	
4	Bioleaching	4.1 to 4.19
	4.1. Bioleaching 4.2. Micro-organisms used for Bioleaching 4.3. Process of Bioleaching 4.4. Bioleaching of Copper, Iron, Manganese, Gold and Silver 4.5. Advantages of Bioleaching	
5	Introduction to Nanobiotechnology	5.1 to 5.13
	5.1. Nanobiotechnology 5.2. Synthesis of Nanoparticles using Micro-organisms 5.3. Applications of Nanoparticles	
6	Microbial Biosensors and Biochips in Environmental Monitoring	6.1 to 13
	6.1. Microbial Biosensors 6.2. Microbial Biochips 6.3. Applications of Biosensors and Biochips	
7	Biofuel Cells and Biodegradable Plastic	7.1 to 8.17
	7.1. Biofuel Cells 7.2. Biodegradable Plastic	
8	Bioterrorism	8.1 to 8.10
	8.1. Bioterrorism	
-	Bibliography	8.11
-	University Question Paper	8. to 8.12

ATTESTED

PRINCIPAL
 Smt. Vimlaben Khimji Tejookaya, Arts,
 Science & Commerce College
 Deolali-Camp **viii** shik



Unit

1

Agriculture Technology

- 1.1 Agricultural Technology
- 1.2 Plant Growth Improvement
- 1.3 Methods of Plant Disease Control

Introduction :

Agriculture is the art and science of cultivating the soil, growing crops and raising livestock. It includes the preparation of plant and animal products for people to use and their distribution to markets.

Modern farms and agricultural operations work far differently than those a few decades ago, primarily because of advancements in technology, including sensors, devices, machines and information technology. Today's agriculture routinely uses sophisticated technologies such as robots, temperature and moisture sensors, aerial images and GPS technology. These advanced devices and precision agriculture and robotic systems allow businesses to be more profitable, efficient, safer and more environmentally friendly. Agriculture provides most of the World's food and fabrics. Cotton, wool and leather are all agricultural products. Agriculture also provides wood for construction and paper products. These products, as well as the agricultural methods used, may vary from one part of the world to another.

1.1 Agricultural Technology :

Over Centuries, the growth of agriculture contributed to the rise of civilisations. Before agriculture became widespread, people spent most of their lives searching for food hunting wild animals and gathering wild plants. About 11,500 years ago, people gradually learned how to grow cereal and root crops and settled down to a life based on farming. By 2,000 years ago, much of the Earth's population had become dependent on agriculture. Scholars are not sure why this shift to farming took place, but it may have occurred because of climate change.

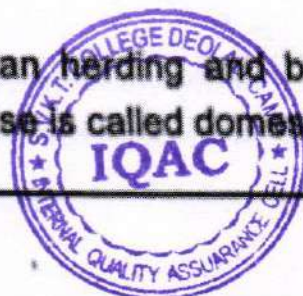
When people began growing crops, they also began herding and breeding wild animals. Adapting wild plants and animals for people to use is called domestication.

ATTESTED

PRINCIPAL

Mt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deotoli-Camp (Nashik)

1.1





Prof. Dr. Sangeeta S. Ahiwale

M.Sc., Ph.D., SET.

Mahatma Phule Mahavidyalaya, Pimpri, Pune.

Prof. Dr. Sangeeta S. Ahiwale is currently working as Assistant Professor in Department of Microbiology at Mahatma Phule Mahavidyalaya, Pimpri, Pune. She has almost 16 years of teaching experience. She has published several Research Papers in reputed National and International Journals. She has attended various State, National and International level Workshops, Seminars and Conferences.



Prof. Vaishali E. Sonawane (Ahire)

MSc., SET.

MVP Samaj's S.V.K.T. College Deolali Camp, Nashik.

Prof. Vaishali E. Sonawane (Ahire) is currently working as Assistant Professor in Department of Microbiology at MVP Samaj's S.V.K.T. College Deolali Camp, Nashik. She has 11 years of teaching experience. She has Internal Exam Co-ordinator as well as Co-ordinator of Microbiological contest conducted by Shirur College, Pune. She worked as paper setter for Diploma in 'Fruit Processing' under MSBTE.



Prof. Laxmi S. Singh

M.Sc.

Padmashree Dr. D. Y. Patil ACS College Pimpri, Pune.

Prof. Laxmi S. Singh is currently working as Assistant Professor at Department of Microbiology at Pad. Dr. D. Y. Patil ACS College Pimpri, Pune. She has almost 5 years of teaching experience. She has published several Research Papers in reputed National and International Journals. She has attended various State, National and International level Workshops, Seminars and

ISBN : 978-93-5158-512-1



SUCCESS PUBLICATIONS

PT-1255

Address : Radha Krishna Apartment, 535, Shaniwar Peth, Appa Balwant Chowk, Opp. Prabhat Theatre, Pune - 30.
Ph. No. 24433374, 24434662, 64011289, Mobile : 9325315464
E-mail : sharpgroup31@rediffmail.com
Website : www.sharpmultinational.com

APPROVED
Principal
Smt. Vidhantika Ramteerodkar, Arts,
Science & Commerce College
Deolali Camp, Nashik



This Text Book is useful for Savitribai Phule Pune University and other Universities of Maharashtra as well as Competitive Exams.

AGRICULTURAL AND ENVIRONMENTAL MICROBIOLOGY

(MB - 346)
(MICROBIOLOGY)
T.Y.B.Sc. (Sem. - IV)

145
—
2

72

2016

Price 145/-



SUCCESS PUBLICATIONS

ATTESTED

Nalini

PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)

BACTERIAL SYSTEMATICS AND PHYSIOLOGY

(Microbiology) (Paper-I)

S.Y.B.Sc. (Sem - I)

• Prof. Shilpa S. Burele • Prof. Avinash S. Kale

With All
Solved
Question
Papers

As Per
New
Syllabus



SUCCESS PUBLICATIONS

ATTESTED
[Signature]
PRINCIPAL
Smt. Vimlaben Khinji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)



Scanned by CamScanner

Speciman copy
Ar S. KALE

This Text Book is useful for Savitribai Phule Pune University and other Universities of Maharashtra as well as Competitive Exams.

Bacterial Systematics and Physiology

S.Y. B.Sc. (Sem. - I) (Paper - I)
(MB - 211)

ATTESTED

PRINCIPAL
Smt. Vinlaben Khimji Tejookaya, Arts,
Science & Commerce College,
Deolali-Camp (Nashik)



2017

Price 120/-



SUCCESS PUBLICATIONS

Published by
Mr. Rajesh M. Patne
Success Publications

Radha Krishna Apartment, 535, Shaniwar Peth,
Appa Balwant Chowk, Opp. Prabhat Talkies, Pune - 411030.
Ph. 24433374, 24434662, 64011289. Mobile : 9325315464.

Copy Right
With the Publishers

Printed at
Success Publications

S.No. 30/27, Laxmi Industrial Estate, Near Prabhat News Paper,
Dhayari, Pune-41. Mobile : 9028211751.

Edition

2017

Edited By
Miss. Sonali R. Pawar

Typesetting, Layout
Miss. Sonali R. Pawar

Cover Designing
Mr. Tousif Sayyad

ISBN NO. - 978-93-24457-27-9

No part of this book may be reproduced or copied in any form or by any means [graphic, electronic or mechanical, including photocopying, recording, taping or information retrieval systems] or reproduced on any disc, tape, perforated media or other information storage device, etc., without the written permission of the publishers.

Every effort has been made to avoid errors or omissions in this book. In spite of this errors may creep in. Any mistake, error or discrepancy noted may be brought to our Notice which shall be taken care of in the next edition. It is Notified that publisher shall not be responsible for any damage or loss of action to anyone of any kind in any manner, therefrom. It is suggested to all the readers, always refer original references wherever necessary.

ATTESTED

PRINCIPAL
Smt. Vimlaben Khimji Tejokaya, Arts,
Science & Commerce College
Deotali-Camp (Nashik)



Scanned by CamScanner

S. Y. B. Sc. Microbiology (Sem. - I)
Bacterial Systematics and Physiology

(Paper - I) (MB - 211)

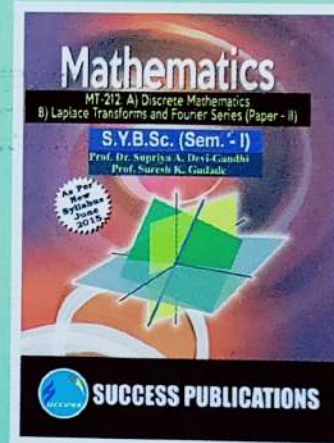
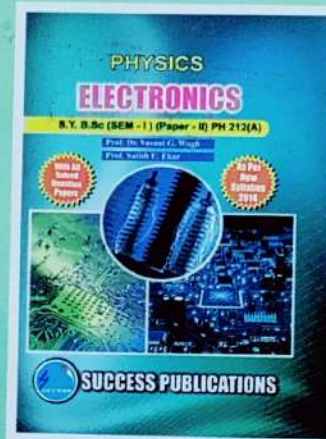
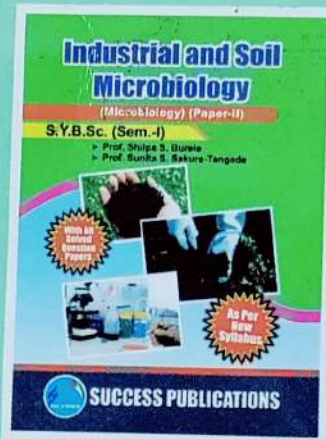
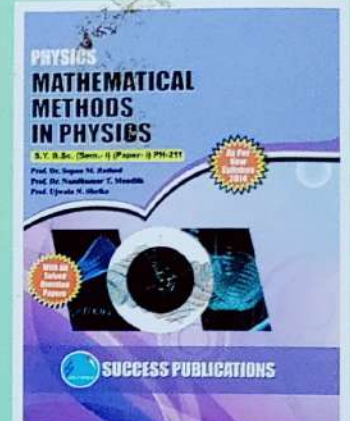
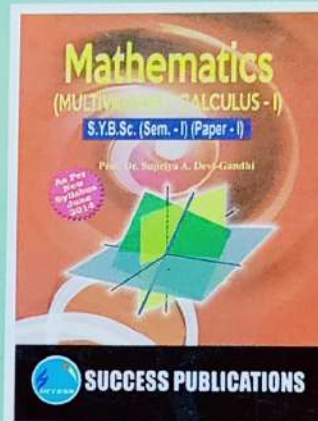
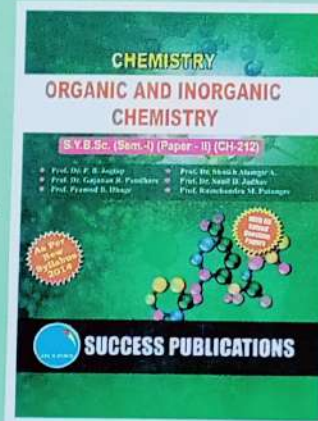
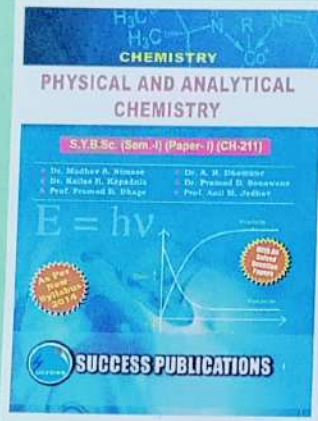
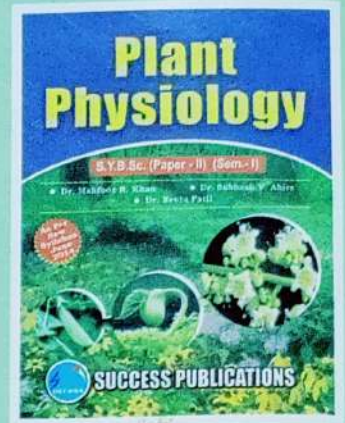
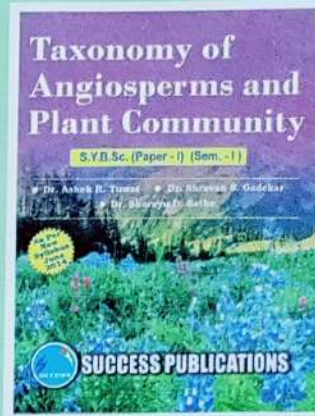
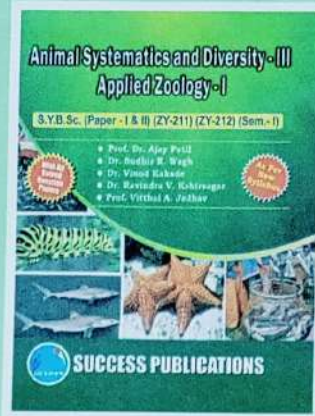
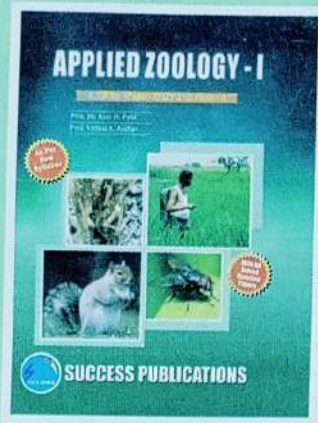
INDEX

Unit	Topic	Page No.
1	Bacterial Systematics	1.1 to 1.22
	1.1 Concept of Species 1.2 Chemotaxonomy 1.3 Numerical Taxonomy 1.4 Genetic Basis of Taxonomy	
2	Bacterial Physiology	2.1 to 2.43
	2.1 Radioisotopes in the Study of Metabolic Pathways 2.2 Definitions of Metabolism 2.3 Metabolic Pathways 2.4 High Energy Compounds	
3	Biocatalysts	3.1 to 3.17
	3.1 Introduction to Enzymes 3.2 Nomenclature and Classification 3.3 Structure of Active Site and Models for Catalysis 3.4 Specific Catalytic Groups in Enzyme Catalyzed Reactions 3.5 Factors Affecting Enzymes Activity	
	Bibliography	3.18
	University Question Papers	3.19 to 3.23

ATTESTED

PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)





Semester - II also available

ISBN : 978-93-24457-27-9



SUCCESS PUBLICATIONS

Address : Radha Krishna Apartment, 535, Shaniwar Peth, Appa Balwant Chowk, Opp. Prabhat Theatre, Pune - 30.
Ph. No. 24433374, 24434662, 64011289, Mobile : 9325315464
E-mail : sharpgroup31@rediffmail.com
Website : www.sharpmultinational.com

PT-1993

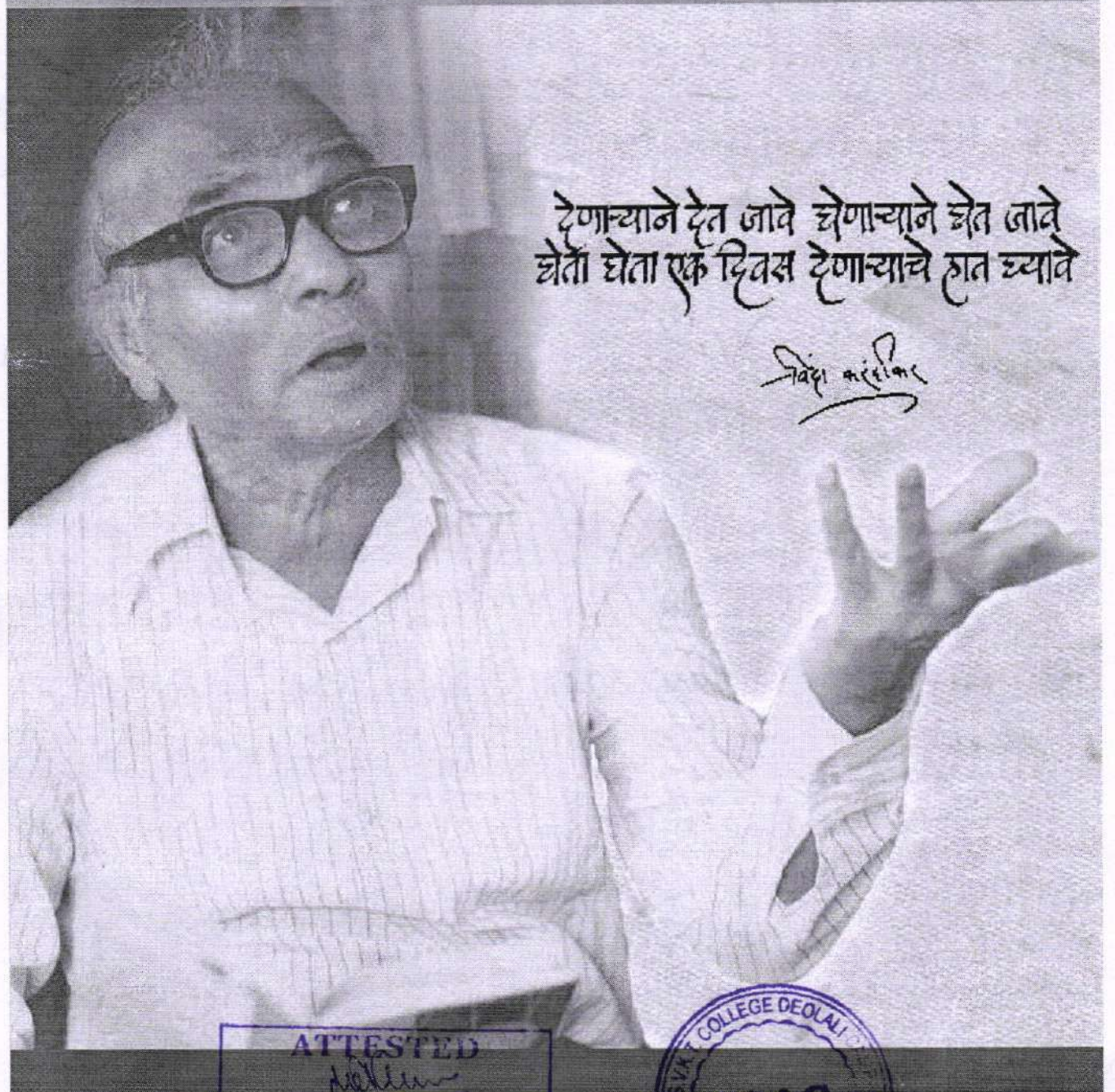
Repeat

ISSN 2456-656X

महाराष्ट्र साहित्य पत्रिका

जानेवारी ते मार्च २०१८

विंदा करंदीकर जन्मशताब्दी वर्ष सांगता

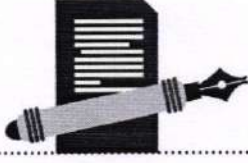


देणाच्याने देत जावे घेणाच्याने घेत जावे
घेतो घेता एक दिवस देणाच्याचे हात घ्यावे

विंदा करंदीकर

ATTESTED
[Signature]
PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)





समीक्षा

भास्कर ढोके

शून्य एक मी चिंतनगर्भ कविता

■ ■ ■
'शून्य एक मी' या कवितासंग्रहातून कवीच्या विचारप्रक्रियेतील सातत्य जाणवते. या कवितेचे भावविश्व परंपरा आणि आधुनिकता यांच्या संधिकालातील आहे. १०नंतर वेगाने होत जाणारे बदल, तंत्रज्ञानाने चकवलेली आधुनिकता, आंतरजालाने सपाट करून टाकलेले जग आणि त्यातून अतिक्रमित झालेला अतिरेकी व्यक्तिवाद, व्यवहारवाद आणि त्यातून उद्भवलेली अभूतपूर्व परिस्थिती हा या कवीच्या चिंतेचा आणि चिंतनाचा विषय आहे. आधुनिकीकरणाच्या एका टप्प्यावर यंत्र बनविणारे यंत्र निर्माण होऊन मानवी श्रमाचे मूल्य अचानक घटल्याने जी परिस्थिती निर्माण झाली होती, तशीच काहीशी आताची स्थिती आहे, तेच भांबावलेपण आजही दिसते आहे. यंत्राच्या आक्रमणाची नेमकी जाणीव ज्याप्रमाणे मढेकरांच्या कवितेतून मराठी काव्यविश्वाला झाली होती, तेच मूल्यभान पी. विठ्ठलच्या कवितेतून दिसते.

■ ■ ■
'शून्य एक मी' हा पी. विठ्ठल यांचा दुसरा कवितासंग्रह. मुद्रण सुलभतेने किंवा इतर कारणाने मराठी भाषेत कवितासंग्रहांचे मुबलक पीक आले आहे. या कविता अत्यंत आक्रस्ताळी, आवाजी, पसरट, सपाट किंवा केवळ काव्यात्म विधान करणा-या आहेत. दुसऱ्या बाजूला एकसुरी, व्यासपीठ गाजवणारी आणि स्वतःच्याच प्रेमात पडलेली कविता मोठ्या प्रमाणात दिसते आहे. या पार्श्वभूमीवर जे काही काव्यलेखन गंभीरपणे होताना दिसते आहे, त्यात पी. विठ्ठल यांच्या कवितांचा उल्लेख करावा लागतो. कविता हा काही केवळ शब्दांचा खेळ नसतो. गंभीर कविता नेहमीच चिंतनाच्या पातळीवर जाते. एक विचारव्यूह मांडत असते. पी. विठ्ठल यांच्या कवितांमधून या अपेक्षा बहुतांशी पूर्ण होतात. 'शून्य एक मी' या कवितासंग्रहातून कवीच्या विचारप्रक्रियेतील सातत्य जाणवते. या कवितेचे भावविश्व परंपरा आणि आधुनिकता यांच्या संधिकालातील आहे. १०नंतर वेगाने होत जाणारे बदल, तंत्रज्ञानाने चकवलेली आधुनिकता, आंतरजालाने सपाट करून टाकलेले जग आणि त्यातून अतिक्रमित झालेला अतिरेकी व्यक्तिवाद, व्यवहारवाद आणि त्यातून उद्भवलेली अभूतपूर्व परिस्थिती हा या कवीच्या चिंतेचा आणि चिंतनाचा विषय आहे. आधुनिकीकरणाच्या एका टप्प्यावर यंत्र बनविणारे यंत्र निर्माण होऊन मानवी श्रमाचे मूल्य अचानक घटल्याने जी परिस्थिती निर्माण झाली होती, तशीच काहीशी आताची स्थिती आहे, तेच भांबावलेपण आजही दिसते आहे. यंत्राच्या आक्रमणाची नेमकी जाणीव ज्याप्रमाणे मढेकरांच्या कवितेतून मराठी काव्यविश्वाला झाली होती, तेच मूल्यभान पी. विठ्ठलच्या कवितेतून दिसते. महानगरीय जीवनाच्या अपरिहार्यतेचे वर्णन करताना मढेकरांनी-

'मी एक मुंगी, हा एक मुंगी
तो एक मुंगी, तू एक मुंगी, ...
-आला आला स्वस्त दारावर आला हो आला
हा मुंग्यांचा लोंढा आला! खोला फाटक खोला !-
दहा दहाची लोकल गाडी
सोडीत आली पोकळ श्वास :
घड्याळाच्या काट्याचा अन्
सौदा पटला दीनउदास

या कवितेतून मुंबई शहरातील एक विशिष्ट वास्तव मांडले आहे. मानवी जीवनाची होणारी घुसमट अर्थातच त्यांना अमानवी वाटते. ही मूल्यहीनता एका

जानेवारी-मार्च २०१८ {२७}



ATTESTED
Madam
PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)

चप्पल, बूट, शर्ट, पैंट, परफ्युम्स, पेन, गॉगल्स,
मोबाईल, कंडोम, कम्प्युटर,
जगण्याच्या कक्षेतल्या सगळ्याच वस्तू
माझ्यासकट होत गेल्या ब्रँडेड; पण मूठभर मातीत
ढींगभर सुख पेरणारा बाप अजून कसा नाही
झाला ब्रँडेड (पृ. ५२)

किंवा

लोक म्हणतात कवीला कळतात माणसं. डॉबल!
अडतीस वर्षात काय बघितले? बघितला गाव-
तांडा, वाडी-वस्ती, नगर-महानगर, गुरं-ढोरं,
झाडं-झुडपं,
राजदूत जावा होंडा-फेरी घरदार
देवजात्र-शाळा कॉलेज
माणसं सतर. सभा संमेलन हॉटेल-लॉज. समुद्राच्या
वाळूतही लोळून पाहिले, धर्म पाहिला,
दंगल पाहिली,
लरलर-बापूंची प्रवचने ऐकली.

हवे नको ते वाचून झाले.

गाथासप्तशती ते आषाढमाती.

माणसाच्या हजार जाती. (पृ. ८३)

या आणि अशा सर्वच कवितांमधून कवीची जीवनदृष्टी,
चौफेर निरीक्षण, काव्यात्म अनुभवाला भिडण्याची क्षमता
दिसते. जीवनातील विरोधाभास टिपते, संवेदनशीलतेने
मांडते. नकारात्मक, स्वकेंद्री, व्यावहारिक जगाचे चित्र
मांडतानाही ही कविता निराशावाद पेरत नाही तर एक
आशेचा किरण दाखवते, मानवी संवेदना जागृत ठेवण्याचे
सूचन करते. 'आपण एखादी कविता लिहूया' या कवितेत
कवी म्हणतो,

कविता माणसांच्या स्वप्नात खोल दडलेली असते
आपण आपल्या तळाशी थोडं डोकावून बघू या
आपण एखादी कविता लिहूया! (पृ. ५४)

भास्कर ढोके

चलभाष : ९४२३०८१०४६

साहित्य पुरस्कारासाठी आवाहन

डॉ. द.ता. भोसले सार्वजनिक वाचनालय इसबावी (पंढरपूर) जि. सोलापूर व 'जिव्हाळा परिवार सेवाभावी संस्था, पंढरपूर' यांचे संयुक्त विद्यमाने 'राज्यस्तरीय साहित्य पुरस्कार' व 'साहित्य सेवा पुरस्कार' देण्यात येणार असून साहित्यिकांनी आपल्या दिनांक १ जानेवारी २०१७ ते ३१ डिसेंबर २०१७ या कालावधीत प्रकाशित झालेल्या आपल्या उत्कृष्ट साहित्यकृती दिनांक २८ फेब्रुवारी २०१८पर्यंत खालील पत्त्यावर पाठविण्याचे आवाहन करण्यात येत आहे. एकूण सहा पुरस्कार देण्यात येणार असून त्यातील एक पुरस्कार हा साहित्यसेवेसाठी असून इतर पाच पुरस्कार हे १) कथा, २) कादंबरी, ३) कविता, ४) चरित्र/आत्मचरित्र, ५) ललित समीक्षा या साहित्यप्रकारासाठी देण्यात येणार असून पुरस्काराचे स्वरूप प्रत्येकी रोख रकम ५००१ रुपये, सन्मानचिन्ह, शाल, श्रीफळ असे आहे.

सदरचे पुरस्कार एप्रिल २०१८मध्ये मान्यवर साहित्यिकांच्या शुभहस्ते पंढरपूर येथे प्रदान करण्यात येणार आहेत. तरी साहित्यिकांनी व प्रकाशकांनी आपल्या साहित्यकृतीच्या प्रत्येकी २ प्रती, अल्पपरिचय व फोटोसह आपला प्रस्ताव खालील पत्त्यावर पाठविण्याचे आवाहन संस्थेच्या वतीने करण्यात येत आहे.

साहित्यकृती पाठविण्याचा पत्ता

श्री. कल्याणराव शिंदे (अध्यक्ष)
सौरभ एज्युकेशन सेंटर
हॉटेल शामियाना समोर, स्टेशन रोड,
पंढरपूर, जि. सोलापूर ४१३ ३०४
संपर्क : ९४२०७७५४७६ / ८८३०१६२८५०

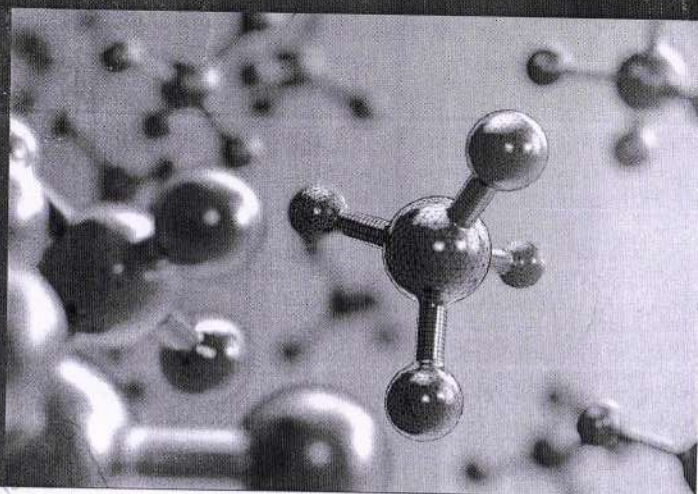
अॅड. भारत भोसले (अध्यक्ष)
जिव्हाळा परिवार सेवाभावी संस्था
पंढरपूर, जि. सोलापूर
पिन ४१४३०४
संपर्क : ९८२२८१९०८८

{३२} महाराष्ट्र साहित्य-पत्रिका क्र. ३६२



The book entitled "Synthesis of various oxo thiazolidin derivatives and study of their antimicrobial activity" is divided into two chapters Chapter 1 describe the synthesis and antimicrobial activities of N-substituted quinoline and benzo[h][1,6]naphthyridine analogues. The chapter is divided into two sections. Section I describes the synthesis of quinoline and benzo[h][1,6]naphthyridine derivatives and section II study antimicrobial activities. Chapter 2 deals with the synthesis and antimicrobial activity of novel benzo[h][1,6]naphthyridines. This chapter is divided into three sections. Section I describes the regioselective synthesis of benzo[h][1,6]naphthyridines using aromatic amines, alkoxides, azide and hydrazines. Section II study single crystal X-ray analysis of 5,7-dichloro-3-(2-chloroethyl)-4-methoxy-2-methylbenzo[h][1,6]naphthyridine and in Section III Study antimicrobial activities of benzo[h][1,6]naphthyridine derivatives.

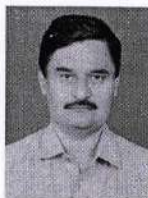
Synthesis of Benzo [H][1,6] Naphthyridine Derivatives



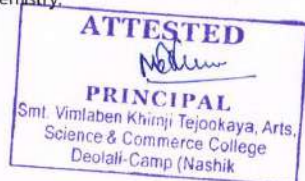
Balasaheb Pandharinath P.

Synthesis of Benzo [H][1,6] Naphthyridine Derivatives

Synthesis of Naphthyridine Derivatives: Study of their Biological Activities



Dr. Balasaheb P. Pagar working as Assistant Professor, Department of Chemistry, SVKT ASC College, Deolali Camp, Nashik (MH, INDIA). He completed his PhD under the guidance of Dr. R. B. Toche, KTHM College, Nashik affiliated to Savitribai Phule Pune University, Pune in 2012. His area of specialization is synthetic organic chemistry.



978-620-0-46895-6



Page

LAP LAMBE Academic Publications

Balasaheb Pandharinath Pagar

**Synthesis of Benzo [H][1,6]
Naphthyridine Derivatives**

**Synthesis of Naphthyridine Derivatives: Study of
their Biological Activities**

FOR AUTHOR USE ONLY



LAP LAMBERT Academic Publishing

Imprint

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: www.ingimage.com

Publisher:

LAP LAMBERT Academic Publishing

is a trademark of

International Book Market Service Ltd., member of OmniScriptum Publishing Group

17 Meldrum Street, Beau Bassin 71504, Mauritius

Printed at: see last page

ISBN: 978-620-0-46895-6

Copyright © Balasaheb Pandharinath Pagar

Copyright © 2019 International Book Market Service Ltd., member of OmniScriptum Publishing Group

FOR AUTHOR USE ONLY

ATTESTED

PRINCIPAL
Smt. Vimlaben Khinji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)



Contents		Page No.
Chapter 1	Synthesis of novel benzo[h][1,6]naphthyridine derivatives from 4-aminoquinoline	
1.1	Introduction	1
1.2	Present Work	13
1.3	Result and Discussion	15
1.4	Conclusion	40
1.5	Experimental	41
1.6	References	62
Chapter 2	Regioselective synthesis of benzo[h][1,6]naphthyridines using aromatic amines, alcoxides, azide and hydrazines	
2.1	Introduction	69
2.2	Previous Work	82
2.3	Present Work	83
2.4	Result and Discussion	86
2.5	Conclusion	110
2.6	Experimental	111
2.7	References	128

FOR AUTHOR USE ONLY



ATTESTED
[Signature]
PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)

CHAPTER 1

Synthesis of novel benzo[h][1,6]naphthyridine derivatives from 4-aminoquinoline

In this chapter, we are reporting the synthesis of 4-amino-2-chloroquinoline, 4-aminosubstituted quinoline and benzo[h][1,6]naphthyridines and study of their antimicrobial activities.

This chapter divided into two sections I and II

Section I: Synthesis of quinoline and benzo[h][1,6]naphthyridine derivatives

Section II: Study antimicrobial activities

Section I: Synthesis of quinoline and benzo[h][1,6]naphthyridine derivatives

1.1 Introduction

Quinoline derivatives have been used for the treatment of malaria [1], beginning with quinine **1**. Systematic modifications of quinine led to the potent antimalarial chloroquine **2** drugs [2]. After worldwide development the chloroquine drug was resistance against malaria. Their fore chemist focused to synthesize other new compounds, the screening efforts produced by mefloquine **3**, quinaquine **4** and another several reports of new potent quinoline compounds showed good activity against malaria [3-6]. The quinoline ring system and aliphatic side chain is crucial for the mode of action of chloroquine [7-9]. 4-Aminoquinoline analogues and their platinum(II) complexes showed antileishmanial and antitubercular activities [10]. Quinolines are structurally diverse group of compounds present in numerous natural products and are also the object of extensive synthetic research. Quinoline derivatives have demonstrated antileishmanial activity, antibacterial, antifungal, anti HIV and antitumor activity [11-14]. Recently, 4-amino-7-chloro-





Balasaheb Pandharinath Pagar

Synthesis of Benzo [H][1,6] Naphthyridine Derivatives

Synthesis of Naphthyridine Derivatives: Study of their
Biological Activities

 **LAMBERT**
Academic Publishing

The book entitled "Synthesis of various oxo thiazolidin derivatives and study of their antimicrobial activity" is divided into two chapters Chapter 1 describe the synthesis and antimicrobial activities of N-substituted quinoline and benzo[h][1,6]naphthyridine analogues. The chapter is divided into two sections. Section I describes the synthesis of qinoline and benzo[h][1,6]naphthyridine derivatives and section II study antimicrobial activities. Chapter 2 deals with the synthesis and antimicrobial activity of novel benzo[h][1,6]naphthyridines. This chapter is divided into three sections. Section I describes the regioselective synthesis of benzo[h][1,6]naphthyridines using aromatic amines, alkoxides, azide and hydrazines. Section II study single crystal X-ray analysis of 5,7-dichloro-3-(2-chloroethyl)-4-methoxy-2-methylbenzo[h][1,6]naphthyridine and in Section III Study antimicrobial activities of bezno[h][1,6]naphthyridine derivatives.



Dr. Balasaheb P. Pagar working as Assistant Professor, Department of Chemistry, SVKT ASC College, Deolali Camp, Nashik (MH, INDIA). He completed his PhD under the guidance of Dr. R. B. Toche, KTHM College, Nashik affiliated to Savitribai Phule Pune University, Pune in 2012. His area of specialization is synthetic organic chemistry.



978-620-0-46895-6

FOR AUTHOR

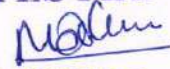
Resurrecting South Asian History

A Postmodern Literary Perspective

Editors

Dr. Sarita Jain & Dr. Tamishra Swain

ATTESTED



PRINCIPAL

Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)



AUTHORS P R E S S



Worldwide Circulation through Authorspress Global Network

First Published in 2020

by

Authorspress

Q-2A Hauz Khas Enclave, New Delhi-110 016 (India)

Phone: (0) 9818049852

E-mail: authorspressgroup@gmail.com

Website: www.authorspressbooks.com

**Resurrecting South Asian History:
A Postmodern Literary Perspective**

ISBN 978-93-90459-04-9

Copyright © 2020 Editors

Preface and Acknowledgement by the editors

Chapters by the contributors

Concerned authors are solely responsible for their views, opinions, policies, copyright infringement, legal action, penalty or loss of any kind regarding their articles. Neither the publisher nor the editors will be responsible for any penalty or loss of any kind if claimed in future. Contributing authors have no right to demand any royalty amount for their articles.

Printed in India at Thomson Press (India) Limited.



Contents

Preface	5
HISTORICAL AND CULTURAL NARRATIVES	
1. Revisiting the Mahabharata: Draupadi's Voice in Chitra Divakaruni's <i>The Palace of Illusions</i> Dr. Sarita Jain	19
2. Rites and Rituals of Rautes in Nepal Dr. Mani Ram Sharma	36
3. Indian Historiography – 'Rig Veda', a Time Travel to Vedic Age Dr. M. S. Mishra and Dr. Vineeta Diwan	49
4. Echoes of Women Voices through Sita in Chitra Banerjee Divakaruni's <i>Forest of Enchantments</i> Sneha Thakur	59
MIGRATION, MEMORY AND IDENTITY / IES	
5. Migrating towards a Cosmopolitan Identity: Amitav Ghosh's Ibis Trilogy Abhinaba Chatterjee	71
6. Lost between the Lines: Recasting Memory and Imagination in Amitav Ghosh's <i>The Shadow Lines</i> Dr. Shagufta Fatema and Dr. Neeti Roy	79
7. Telling the history of the Girmitiyas in <i>Sea of Poppies</i> Dr. Sriparna Chatterjee	93



14 • Resurrecting South Asian History: A Postmodern Literary Perspective

8. *Pinjar* as a Partition Novel: A Tale of Fragmented Identity 102

Alia Khalid

✓ DIASPORA AND DIASPORIC IDENTITIES

9. The Plight for Getting Relocated in
Manjushree Thapa's *Seasons of Flight* 113

Dr. Kiran Rakibe

10. Diasporic Identity: A Study of Satendra Nandan's
Select Poems 121

Dr. Sunita Yadav

11. Contingent Diaspora Identities in Manju Shree Thapa's
Seasons of Flight 130

Dr. Sonal Sharma

12. A Globalised Nazneen in Monica Ali's *Brick Lane* 138

Dr. Kajal Sharma

NARRATIVIZING SUBALTERN VOICES

13. Dynamic Contrast of Gender Subalternity and
De-Socialisation of Metamorphosis through *The Weed* 151

Dr. Keshav Nath

14. Patriarchal Constraints: Stumbling Block in the
Quest of Identity 158

Dr. Prachi Madhur

15. The Rise of the Second Sex: A Review of the Ethics and
Performances of the Indian Women Dramatists 172

Dr. Monami Nag

16. Nation, Identity and Femininity in Manjushree Thapa's
Seasons of Flight 182

Shalini Shah

REVISITING, REINTERPRETING AND REINVENTING HISTORY

17. The Iconic Foot Journey in Chaman Nahal's *Azadi* 197

Dr. Anita Luther Bhasin



The Plight for Getting Relocated in Manjushree Thapa's *Seasons of Flight*

Dr. Kiran Rakibe

Abstract

Manjushree Thapa, a Nepali diasporic writer, was born in Kathmandu in 1968. She grew up in Nepal, Canada and the USA. She has very artistically used her relocations in the new land through her works. Her initial fictional works were published in Nepali language and later on she started writing in English. Her novel, *Seasons of Flight* is one of the well appreciated novels in English. It is a wonderful story of a young girl named Prema, who adrift from her family members in war-torn situation from the rural part of Nepal. She, after departing from the family as well as her native place, is able to avail a green card in a US government lottery and ultimately migrates to Los Angeles. The present paper attempts to explore the plight of a young Nepali girl who has been dislocated from her place twice in her life and makes every attempt to get relocated in the new land. First time Prema has to move from a small village in Nepal to Kathmandu for her further study and second time when she migrates to America. While analysing the text the basic concepts related to Diaspora are also being touched upon as the diasporic writers consistently attempt to evolve their works with South Asian people's subjectivity and its relationship with larger social issues. The present study is carried out in the light of postcolonial theory with special reference to South Asian literature.

Keywords: Relocation, Dislocation. Subjectivity, Postcolonial, Diaspora, Immigrant



N

- Narrating caste-based crimes, 214
 Nasadiya Sukta, 53
 National identity, 183, 189, 190, 339
 Neo-aesthetic realism, 216
 Neologism girmitiya, 122
 Nepali language, 113, 118, 132, 136, 190
 New-born infant, 214
 New-Historicism, 244
 Nineteenth-century world, 101
 Non-authoritativeness, 218
 Non-fictional works, 300, 351
- P**
- Parayar community, 217, 226
 Patriarchal constraints, 158, 159, 160, 161, 169, 170
 Patriarchal domination, 25
 Patriarchal ruling system, 40
 Patriarchal system, 154, 162
 Post-colonial social relocation, 85
 Post-colonial space, 243
 Postcolonial theatre criticism, 175
 Post-colonial writers, 20
 Postmodern fiction, 20
 Proto-nationalist realistic novels, 216

R

- Religious fundamentalism, 103, 269, 270
 Reservation politics, 218
Re-thinking History, 250, 291
 Revisionist literature, 20
 Rig Veda, 7, 13, 49, 51, 52, 53, 54, 55, 56, 57, 219

S

- Sama Veda, 52
 Sanskrit philology, 53
Seasons of Flight, 8, 9, 14, 113, 115, 120, 130, 131, 137, 182, 186, 194
 Slavery Abolition Act, 96
 South Indian villages, 222
 Spiritual transformation, 224

T

- Tamil Dalit literature, 227
The Circle of Reason, 11, 15, 91, 92, 297, 299, 300, 301, 303, 304, 307, 308, 350
The Shadow Lines, 84, 90, 299, 300
 Transnational identity, 188
 Two-nation theory, 208, 304, 306

U

- Unionist Government, 198

ATTESTED

PRINCIPAL

Smt. Vimlaben Khimji Tejookaya, Arts,
 Science & Commerce College
 Deolali-Camp (Nashik)

An International Anthology of Spiritual Poetry In English
An Initiative Of Tunisian Asian Poetry Group

THE MYSTICAL VOICES

ASSOCIATE EDITORS

Dr Sushmindarjeet Kaur

Dr Shobha Sharma

Dr Sarita Sharma

PATRON & CHIEF EDITOR

Dr Jernail Singh Anand

MANAGING EDITOR

Jenayah Hela Tekali

EDITOR

Dr Tejaswini Patil Dange

PRINCIPAL

Smt. Vimlaben Khinji Tejokaya, Arts,
Science & Commerce College
Deotafi-Camp (Nashik)



THE MYSTICAL VOICES

Patron & Chief Editor
DR JERNAIL SINGH ANAND

Managing Editor
JENAYAH HELA TEKALI

Editor
DR TEJASWINI PATIL DANGE

Associate Editors
DR SUSHMINDARJEET KAUR
DR SHOBHA SHARMA
DR SARITA SHARMA



Global Fraternity of Poets

Gurugram - 122 002 (Haryana)

98118-42292, 90340-06808



ATTESTED

PRINCIPAL

Smt. Vimlaben Khinji Tejockaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)

Scanned by CamScanner

THE MYSTICAL VOICES
Anthology

First Edition: August 2020

Copyright © 2020 Authors

COVER DESIGN : YESMINE TEKALI

(English)

ISBN: 978-81-947052-2-2

Paper Back

Price: 499.00

US Dollar: \$ 45

ALL RIGHTS RESERVED :

No part of this book may be reproduced or transmitted in any form or by any means electronic or mechanical, including photo copying, recording or by any information storage and retrieval system, without permission from the author(s).

Published by:

GLOBAL FRATERNITY OF POETS

H-23/16, DLF Phase-I,

Gurugram - 122 002 (Haryana), India

Phone: 0124-4054392

Email: globalfop@gmail.com,
mgwebguru@gmail.com

Book Available at : www.amazon.in, www.flipkart.com,
www.amazon.com, www.ymgggp.com

Typeset by : www.atozwebguru.com

Branch Office : **Yayati Madan G Gandhi Group of Publication**

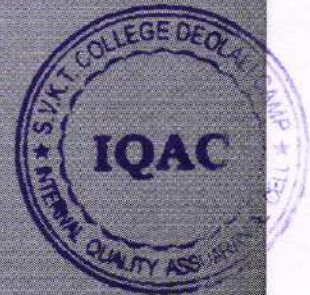
24-25, Second Floor, Lajpat Rai Market, Railway Road,

Hisar-125001 (Haryana) M: 98118-42292

Distributor : **Printographic**

24-25, First Floor, Lajpat Rai Market, Railway Road,

Hisar-125001 (Haryana) M: 90340-06808, 70156-76289



Scanned by CamScanner

Kamar Sultana Sheik	55
Kawther Sassi.	57
Kiran Preet Grover	59
✓ Kiran Rakibe	61
Dr Lakshmisree Banerjee	63
Lalit Mohan Sharma	65
Mandakini Bhattacherya	67
Mandeep Kaur	69
Manminder Singh Anand	71
Manpreet Sodhi	73
Md. Ziaul Haque	75
Molly Joseph	77
Mongia El Abed.	79
Moufida Al-Sayari	81
Mustapha Yahia	84
N. Ramamani Sampath	86
Nabila Koubaa Gargouri.	88
Nagesh G. Wale	90
Neetu Vaid Sharma	92
Orbindu Ganga	93
Padmini Peteri	95
Parneet Jaggi	97
Poonam Nigam Sahay	99
Priya Kkarthik	101
R. Nandini	103
Rahul David	105
Raj Babu Gandam	106
Rajanigandha Bothra	108
Rajesh Zankar	110



ATTESTED

PRINCIPAL
 Smt. Vimlaben Khimji Tejookaya, Arts,
 Science & Commerce College
 Deolali-Camp (Nashik)



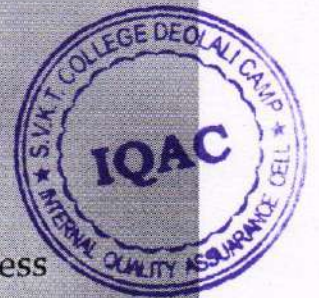
KIRAN RAKIBE

Dr. Kiran Rakibe has been working as Assistant Professor of English in MVP Samaj's SVKT College, Deolali Camp Nashik. He has put in 21 years in the field of teaching and research. He has published and presented many research papers in National and International Seminars and Conferences as well as worked as resource person. Along with editorship of two books, he is working on the Editorial Boards of five recognized International journals. A Nation award has been conferred on him for his contribution in the field of teaching and social work. Currently he is working on a book entitled "Nihilism in the Poetry of Sylvia Plath."

Email: Kiranrakibe1575@gmail.com

I AND ME

'I' and 'Me' are not the one but the two;
I am a daughter, a sister, a wife and a mother,
But every human frisks with me as a doll.
I crave for love right from my genesis,
But I get only the revulsion not only from him but ...
not knowing the demeanor of each,
I have equal impulsion for each.
Still unaware of the fact that brother has special attention,
I wonder for the profanity smeared on me.
Then I grow up and ask for my wishes
They impose their choices, my father, mother and
Every one of them.
When I get to know the discreteness
With which I am brought up, I blame Him for my her-ness
That led rest of my life harnessed.



ATTESTED

[Signature]

PRINCIPAL

Smt. Vimlaben Khinji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)

I try to look for the empathy but in vain...
Then I decide to love myself and
Find out the one in me
I realize, Oh! There is someone who is different from 'I' and
that is 'me'.
It's too late to realize that for the happiness,
I should not seek for anybody, neither he nor she but only
I, Me and Myself.
Surrounded by many categorizers I am trapped in dilemma
And eventually I learnt to live with both 'I' and 'Me'.



ATTESTED
[Signature]
PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deotali-Camp (Nashik)

The Mystical Voice / 87

EDITORIAL BOARD



PATRON & CHIEF EDITOR
DR. JERNAIL SINGH ANAND

https://en.wikipedia.org/wiki/Jernail_Singh_Anand



MANAGING EDITOR
JENAYAH HELA TEKALI, TUNISIA



EDITOR
DR TEJASWINI PATIL DANGE

ASSOCIATE EDITORS



DR SUSHMINDARJEET KAUR



DR SHOBHA SHARMA



DR SARITA SHARMA



Global Fraternity of Poets
GURUGRAM, HARYANA

₹ 499 \$ 45

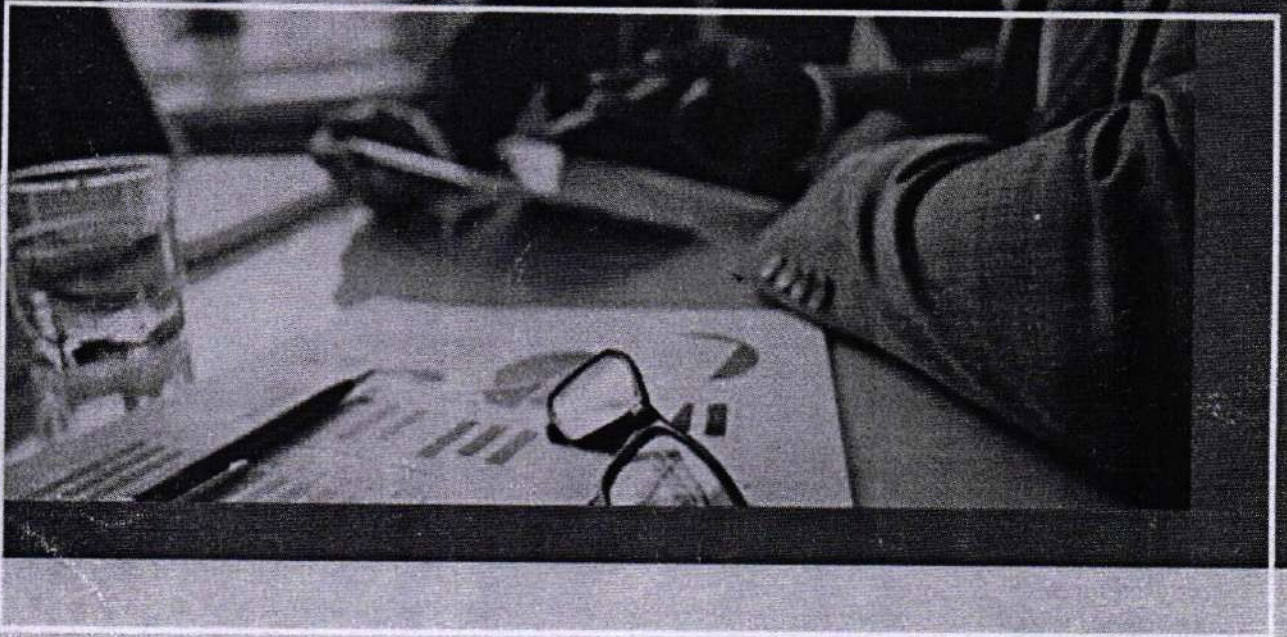


9 788194 705222

As per UGC Choice Based Credit System



Also Available in
e-Book



BUSINESS ADMINISTRATION

व्यवसाय प्रशासन

डॉ. गणेश पाटील

डॉ. गणेश पटारे

डॉ. उर्मिला गिते

डॉ. नागनाथ माने

डॉ. वाल्मिक मेंढकर

ATTESTED

PRINCIPAL
Smt. Vimlaben Khimji Tejokaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)



CROSS PATTERN

महाराष्ट्रातील सर्व विद्यापीठांच्या पदवी व पदव्युत्तर वर्गासाठी उपयुक्त
सावित्रीबाई फुले पुणे विद्यापीठ, पुणे - एस.वाय.बी.कॉम. (सत्र ३ व ४) च्या
नविन CBCS अभ्यासक्रमानुसार क्रमिक पुस्तक.

MPSC, UPSC, NET-SET व इतर स्पर्धा परीक्षांसाठीही उपयुक्त.

व्यवसाय प्रशासन

BUSINESS ADMINISTRATION



डॉ. गणेश पाटील
एम.कॉम., एम.फिल., सेट, पीएच.डी.
कर्मवीर रावसाहेब थोरात कला, भाऊसाहेब
हिरे वाणिज्य आणि अण्णासाहेब मुरुकुटे
विज्ञान (केटीएचएम) महाविद्यालय, नाशिक.

डॉ. उर्मिला गिते
एम.कॉम., एम.बी.ए., नेट, पीएच.डी., जी.डी.सी.अॅंड ए.
श्रीमती विमलाबेन खिमजी तेजूकाया कला,
वाणिज्य व विज्ञान महाविद्यालय,
देवळाली कॅम्प, नाशिक.

डॉ. वाल्मिक मेंढकर
एम.कॉम., एम.फिल., जी.डी.सी.अॅंड ए., पीएच.डी.
एस.एन. आर्ट्स, डी. जे. मालपाणी कॉमर्स व बी.एन. साखडा सायन्स कॉलेज, संगमनेर.

डॉ. गणेश पटारे
एम.कॉम., एम.फिल., नेट, सेट, एफ.ए.अॅंड ए., पीएच.डी.,
गरवारे कॉलेज ऑफ कॉमर्स,
कर्वे रोड, पुणे-०४.

डॉ. नागनाथ माने
एम.कॉम., एम.फिल., जी.डी.सी.अॅंड ए., पीएच.डी.
नेताजी शिक्षण संस्थेचे,
सुभाष बाबुराव कला महाविद्यालय,
केडगाव, ता. दौंड, जि. पुणे.



Specimen Copy

प्रशांत पब्लिकेशन्स

प्रकरण १.....७

व्यवसाय व्यवस्थापनाची ओळख
(Introduction to Business Administration)

- १.१ प्रस्तावना
- १.२ व्यवसाय
- १.३ व्यवसायाची वैशिष्ट्ये
- १.४ व्यवसायाची व्याप्ती
- १.४ व्यवसायाचे उद्देश
- १.५ व्यवसायाचे महत्त्व
- १.६ वाणिज्य: व्याख्या व संकल्पना
- १.७ उद्योग
- १.८ व्यापार : व्याख्या, व्यापार-पूरक व्यवहार, व्याप्ती, व्यापारपूरक साधने
- १.९ प्रशासन : अर्थ, व्याख्या, प्रशासनाची वैशिष्ट्ये, प्रशासन व व्यवस्थापन यांतील फरक, प्रशासकीय कार्य
- १.१० व्यवस्थापन : अर्थ, व्याख्या, व्यवस्थापनाची कार्ये, व्यवस्थापनाचे तत्व
- १.११ संघटना : व्याख्या, संघटनेचे कार्य

प्रकरण २.....४१

व्यवसाय संस्थांचे प्रकार
(Types of Business Organisations)

- २.१ प्रस्तावना
- २.२ उत्पादन आकारानुसार व्यवसाय संस्था
- २.३ संघटना स्वरूप अथवा मालकी स्वरूपानुसार प्रकार -एकल व्यापारी संस्था, भागीदारी संस्था, संयुक्त भांडवली संस्था अथवा प्रमंडळ, प्रमंडळ व भागीदारी संस्था यातील फरक, कंपनी कायदा कलम २५ नुसार स्थापन झालेली विना-नफा सेवा देणारी प्रमंडळ
- २.४ स्वयंसेवी संस्था
- २.५ एकल कंपनी
- २.६ बहुराष्ट्रीय कंपनी
- २.७ सूक्ष्म, लघु व मध्यम उपक्रम
- २.८ उद्योजकता



प्रकरण ३.....६५

व्यावसायिक पर्यावरण
(Business Environment)

- ३.१ व्यावसायिक पर्यावरण : अर्थ व घटक
- ३.२ व्यवसायसंस्थांतर्गत पर्यावरणाचे घटक
- ३.३ व्यवसायसंस्थाबाह्य पर्यावरणाचे घटक
- ३.४ नवीन धोरणांचा व्यवसाय प्रशासनावरील प्रभाव

प्रकरण ४.....७६

व्यवसायसंस्था/कारखाने संवर्धन आणि विकास
(Business Promotion and Development)

- ४.१ प्रस्तावना, व्याख्या
- ४.२ उद्योग/व्यवसाय संवर्धन किंवा प्रोत्साहन संकल्पना
- ४.३ उद्योग/व्यवसाय संवर्धनाची गरज
- ४.४ उद्योग/व्यवसाय संवर्धन किंवा प्रोत्साहन योजनांचे स्वरूप
- ४.५ उद्योग/व्यवसाय संवर्धन किंवा प्रोत्साहनाचे टप्पे/पायऱ्या
- ४.६ लघुउद्योग संवर्धनाचे टप्पे
- ४.७ उद्योगाचा/व्यवसायाचा आकार
- ४.८ उद्योगाचा/व्यवसायाचा आकार ठरविण्यावर परिणाम करणारे घटक
- ४.९ उद्योग/व्यवसाय संवर्धन कार्यात सरकारची भूमिका
- ४.१० सरकारची विशेष आर्थिक राखीव क्षेत्राची भूमिका
- ४.११ व्यवसाय विकास संकल्पना आणि प्रक्रिया
- ४.१२ व्यवसाय विकासासाठीचे महत्वाचे घटक

प्रकरण ५.....९९

कायदेशीर दृष्टिकोन
(Legal Aspect)

- ५.१ प्रस्तावना
- ५.२ व्यवसाय अथवा उद्योगाच्या संवर्धनासाठी कायदेशीर तरतुदीची पूर्तता-व्यवसाय अथवा उद्योगाचे परवाने, औद्योगिक परवाना व इतर नोंदी
- ५.३ औद्योगिक घटकंच्या स्थाननिश्चितीबाबत केंद्र व राज्य शासनाची मार्गदर्शक तत्वे
- ५.४ लघुउद्योग क्षेत्रात राखून ठेवलेल्या औद्योगिक उत्पादनाबाबत परवाना धोरण
- ५.५ वस्तूच्या उत्पादनासाठी शासनाची पूर्वपरवानगी आणि कागदपत्रे पूर्तता

प्रकरण ६.....११०

उत्पादकता
(Productivity)

- ६.१ उत्पादकता-अर्थ





व्यवसाय प्रशासन
Business Administration

© लेखक

■ प्रकाशक । मुद्रक
रंगराव पाटील
प्रशांत पब्लिकेशन्स
3, प्रताप नगर, श्री संत ज्ञानेश्वर मंदिर रोड,
नूतन मराठा महाविद्यालयाजवळ,
जळगाव 425001.

■ दूरध्वनी । वेब । ईमेल
0257-2235520, 2232800
www.prashantpublications.com
prashantpublication.jal@gmail.com

■ आवृत्ती । आयणसंस्करण । किंमत
ऑक्टोबर, 2020
978-81-948015-1-1
₹ 195/-

■ अक्षरमुद्रवर्णी
प्रशांत पब्लिकेशन्स



e-Books are available online at www.prashantpublications.com

Prashant Publications app for e-Books
kopykitab.com • amazon.com • play.google.com

या पुस्तकातील कोणताही मजकूर, कोणत्याही स्वरूपात वा माध्यमात पुनःप्रकाशित अथवा संग्रहित करण्यासाठी लेखकांनी लेखी पूर्वपरवानगी घेणे बंधनकारक आहे.

२ । प्रशांत पब्लिकेशन्स

सावित्रीबाई फुले पुणे विद्यापीठाच्या शैक्षणिक वर्ष २०२०-२१ पासून द्वितीय वर्ष वाणिज्य (सत्र-३ व ४) च्या बदललेल्या CBCS अभ्यासक्रमानुसार 'व्यवसाय प्रशासन' हे पुस्तक वाचकांच्या हाती देत असतांना मनस्वी आनंद होत आहे.

या नवीन अभ्यासक्रमाला अनुसरून या पुस्तकात व्यवसाय व्यवस्थापनाची ओळख, व्यवसाय संस्थांचे प्रकार, व्यावसायिक पर्यावरण, व्यवसायसंस्था/कारखाने संवर्धन आणि विकास, कायदेशीर दृष्टिकोन, उत्पादकता, व्यवसाय सहसंबंध/संपर्क, व्यवसाय युती (वाढीची रणनीती) यांची साध्या व सोप्या शब्दांत मांडणी केली आहे. प्रस्तुत पुस्तकात अद्ययावत आणि अचूक माहिती देऊन हे पुस्तक परिपूर्ण करण्याचा प्रयत्न केला आहे. यामुळे महाराष्ट्रातील सर्व विद्यापीठांच्या पदवी आणि पदव्युत्तर विभागांच्या वाणिज्य शाखेतील विद्यार्थ्यांना तसेच विविध स्पर्धा परीक्षांना बसणाऱ्या विद्यार्थ्यांना हे पुस्तक उपयुक्त ठरेल याबद्दल विश्वास वाटतो.

प्रस्तुत पुस्तक लिहितांना आई-वडील, सहकारी प्राध्यापक, ग्रंथपाल, मित्र व स्नेही यांचे अनमोल सहकार्य लाभल्यानेच हे पुस्तक अत्यंत कमी कालावधीत पूर्ण करता आले. त्याबद्दल त्यांचे आम्ही मनःपूर्वक आभारी आहोत.

प्रस्तुत पुस्तक प्रकाशित करण्याची जबाबदारी उचलणारे 'प्रशांत पब्लिकेशन्सचे' संचालक श्री. रंगराव पाटील, श्री. प्रदीप पाटील यांच्या सहकार्यामुळे हे पुस्तक प्रत्यक्षात येवू शकले त्याबद्दल आम्ही त्यांचे मनःपूर्वक आभार व्यक्त करतो.

- लेखक



सावित्रीबाई फुले पुणे विद्यापीठाच्या
नविन अभ्यासक्रमानुसार क्रमिक पुस्तके

द्वितीय वर्ष वाणिज्य • सत्र ३ व ४

As per UGC Choice Based Credit System

- व्यावसायिक अर्थशास्त्र (समग्रलक्षी)
- व्यवसाय व्यवस्थापन
- कंपनी कायद्याची मूलतत्वे
- व्यवसाय प्रशासन
- बँकिंग व वित्त
- व्यावसायिक उद्योजकता
- विपणन व्यवस्थापन
- Business Communication
- Business Economics (Macro)
- Business Management
- Marketing Management
- Elements of Company Law
- Cost and Works Accounting
- Corporate Accounting

Prashant Publications
e-Books

e-Books are available online at
copykitab.com • amazon.com
buy.google.com
www.prashantpublications.com



Prashant

वाणिज्य ₹ 195

ISBN 978-81-948015-1-1



9 788194 801511

www.prashantpublications.com
prashantpublication.jal@gmail.com

ATTESTED

PRINCIPAL

Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Dentali-Camp (Nashik)

As per UGC Choice Based Credit System

विपणन

आणि विक्रयकला (भाग- २)

MARKETING AND SALESMANSHIP

CBCS PATTERN

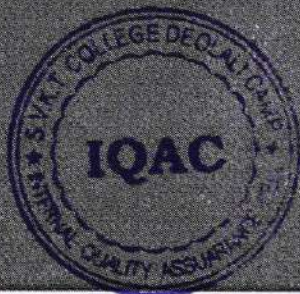


ATTESTED

[Signature]

PRINCIPAL

Smt. Vimlabai Khairi Topokaya Arts,
Science & Commerce College
Deolali Camp (Nashik)



डॉ. गणेश पाटील

डॉ. संजय देवकर

डॉ. दिलीप शिंदे

डॉ. धीरज झालटे



विपणन आणि विक्रयकला (भाग २)
Marketing and Salesmanship

© सुरक्षित



■ प्रकाशक । मुद्रक
रंगराव पाटील
प्रशांत पब्लिकेशन्स
3, प्रताप नगर, श्री संत ज्ञानेश्वर मंदिर रोड,
नूतन मराठा महाविद्यालयजवळ,
जळगाव 425001.

■ दूरध्वनी । वेब । ईमेल
0257-2235520, 2232800
www.prashantpublications.com
prashantpublication.jal@gmail.com

■ आवृत्ती । आयएसबीएन । किंमत
डिसेंबर, 2019
978-93-89492-66-8
₹ 145/-

■ अक्षरजुळवणी
प्रशांत पब्लिकेशन्स

या पुस्तकातील कोणताही मजकूर, कोणत्याही स्वरूपात वा माध्यमात पुनर्प्रकाशित अथवा संग्रहित करण्यासाठी लेखक/प्रकाशक दोघांचीही लेखी पूर्वपरवानगी घेणे बंधनकारक आहे.

२ । प्रशांत पब्लिकेशन्स

सावित्रीबाई फुले पुणे विद्यापीठाच्या शैक्षणिक वर्ष २०१९-२० पासून प्रथम वर्ष वाणिज्य (सत्र-२) च्या बदललेल्या CBCS अभ्यासक्रमानुसार 'विपणन आणि विक्रयकला' हे पुस्तक वाचकांच्या हाती देत असतांना मनस्वी आनंद होत आहे.

या नवीन अभ्यासक्रमाला अनुसरून या पुस्तकात बाजार व विपणनाची ओळख, विपणनाचे महत्त्व व कार्ये, बाजारपेठ विभागाणी व विपणन मिश्रण, उत्पादन मिश्र आणि किंमत मिश्र, वितरण मिश्र यांची साध्या व सोप्या शब्दांत मांडणी केली आहे. प्रस्तुत पुस्तकात अद्ययावत आणि अचूक माहिती देऊन हे पुस्तक परिपूर्ण करण्याचा प्रयत्न केला आहे. यामुळे महाराष्ट्रातील सर्व विद्यापीठांच्या पदवी आणि पदव्युत्तर विभागांच्या वाणिज्य शाखेतील विद्यार्थ्यांना तसेच विविध स्पर्धा परीक्षांना बसणाऱ्या विद्यार्थ्यांना हे पुस्तक उपयुक्त ठरेल याबद्दल विश्वास वाटतो.

प्रस्तुत पुस्तक लिहितांना आई-वडील, सहकारी प्राध्यापक, ग्रंथपाल, मित्र व स्नेही यांचे अनमोल सहकार्य लाभल्यानेच हे पुस्तक अत्यंत कमी कालावधीत पूर्ण करता आले. त्याबद्दल त्यांचे आम्ही मनःपूर्वक आभारी आहोत.

प्रस्तुत पुस्तक प्रकाशित करण्याची जबाबदारी उचलणारे 'प्रशांत पब्लिकेशन्सचे' संचालक श्री रंगराव पाटील, त्यांचे सहकारी श्री प्रदिप पाटील यांच्या सहकार्यामुळे हे पुस्तक प्रत्यक्षात येवू शकले त्याबद्दल आम्ही त्यांचे मनःपूर्वक आभार व्यक्त करतो.

- लेखक

विपणन आणि विक्रयकला

भाग
२

MARKETING AND SALESMANSHIP

डॉ. गणेश रावसाहेब पाटील
कर्मवीर रावसाहेब थोरात कला, भाऊसाहेब
हिरे वाणिज्य आणि अण्णासाहेब मुरकुटे
विज्ञान (केटीएचएम) महाविद्यालय, नाशिक

डॉ. संजय भागवत देवकर
सौ. सुशिलामाई काळे कला, वाणिज्य
व विज्ञान महाविद्यालय, गौतमनगर
(कोळपेवाडी), ता.कोपरगाव, जि. अ.नगर

डॉ.दिपक कुंडलिक सुरवसे
समाजभूषण बाबुराव जेधे कला, वाणिज्य
व विज्ञान महाविद्यालय,
पुणे.

डॉ.दिलीप बी. शिंदे
गुरुवर्य मामासाहेब दांडेकर कला,
भगवंतराव वाजे वाणिज्य आणि विज्ञान
महाविद्यालय, सिन्नर, जि. नाशिक

डॉ. धीरज सी. झाल्टे
कर्मवीर वसंतराव नाईक शिक्षण संस्थेचे
कला व वाणिज्य महाविद्यालय,
दिंडोरी, जि. नाशिक.

डॉ. उर्मिला योगेश गिते
श्रीमती विमलाबेन खिमजी तेजूकाया कला,
वाणिज्य व विज्ञान महाविद्यालय,
देवळाली कॅम्प, नाशिक.

ATTESTED
Mohini
PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)

P
Prashant



प्रशांत पब्लिकेशन्स

प्रकरण १..... ०७

विक्रयकला

(Salesmanship)

१.१ विक्रय-कलेचा अर्थ आणि व्याख्या, १.२ विक्रयकलेची वैशिष्ट्ये, १.३ विक्रयकलेची व्याप्ती, १.४ विक्रयकलेच्या आधुनिक संकल्पना, १.५ विक्रयकलेची उपयोगिता, १.६ विक्रयकलेचे घटक, १.७ विक्रयकला : कला, शास्त्र आणि पेशा (व्यवसाय), १.८ विक्रयकला - एकपेशा १.९ विक्रेत्याचे गुण

प्रकरण २..... ५१

विक्रय प्रक्रिया

(Process Of Selling)

२.१ विक्रयकलेचे मानसशास्त्र, २.१.१ ग्राहकांचे मानसशास्त्र, २.१.२ ग्राहकाची निर्णय प्रक्रिया, २.१.३ खरेदीची इच्छा आणि मागणीची निर्मिती, २.१.४ ग्राहकांच्या क्रय प्रेरणा आणि त्यांचा वापर, २.२ विक्रय प्रक्रियेतील पायऱ्या, २.२.१ ग्राहकांचे वस्तूकडे चित्त वेधणे, २.२.२ संभाव्य ग्राहकांचा शोध व स्वागत, २.२.३ विक्रय संभाषण, २.२.४ ग्राहकाच्या मनात वस्तूविषयी गोडी निर्माण करणे, २.२.५ इच्छा जागृत करणे व कृती निश्चित करणे, २.२.६ ग्राहकांच्या शंकांचे व आक्षेपांचे निरसन करणे, २.२.७ विक्रीचा शेवट, २.२.८ विक्रयोत्तर सेवा

प्रकरण ३..... ७२

ग्रामीण विपणन

(Rural Marketing)

३.१ प्रस्तावना, ३.२ ग्रामीण विपणन, ३.२.१ ग्रामीण विपणन : अर्थ व व्याख्या, ३.३ ग्रामीण विपणनाची वैशिष्ट्ये, ३.४ ग्रामीण विपणन : महत्व, ३.५ ग्रामीण बाजारपेठेची सद्यःस्थिती, ३.६ ग्रामीण विपणनावर सद्यःपरिस्थितीत प्रभाव पाडणारे घटक, ३.७ सद्यःस्थितीत भारतातील ग्रामीण भागात वस्तूंच्या स्पर्धेचे स्वरूप, ३.८ ग्रामीण विपणनातील संधी व आव्हाने, ३.८.१ ग्रामीण विपणनातील समस्या/अडचणी, ३.८.२ ग्रामीण विपणनात सुधारणा घडवून आणण्यासाठी उपाय/आव्हाने


PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)



सावित्रीबाई फुले पुणे विद्यापीठाच्या
नविन अभ्यासक्रमानुसार क्रमिक पुस्तके

प्रथम वर्ष वाणिज्य • सत्र - २

As per UGC Choice Based Credit System

- व्यावसायिक अर्थशास्त्र
- ग्राहक संरक्षण व व्यावसायिक नीतिमूल्ये
- व्यावसायिक पर्यावरण आणि उद्योजकता
- सघटनात्मक कौशल्य विकास
- बँक व्यवसायाची मूलतत्त्वे
- विपणनशास्त्र आणि विक्रयकला
- सहकार सिध्दांत आणि कार्यपध्दती
- व्यापारी भूगोल
- Financial Accounting
- Business Economics
- Business Mathematics and Statistics
- Computer Concepts and Applications
- Organization Skill Development
- Fundamental of Banking
- Marketing and Salesmanship
- Essentials of E-commerce



मूल्य ₹ 145

ISBN 978-93-89492-66-8



www.prashantpublications.com
prashantpublication@yahoo.com

ATTESTED

(Signature)
PRINCIPAL

Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deotoli-Camp (Nashik)

द्वितीय वर्ष वाणिज्य ■ सत्र ३ व ४

As per UGC Choice Based Credit System



Also Available in
e-Book



MARKETING MANAGEMENT

विपणन व्यवस्थापन

डॉ. दिलीप शिंदे डॉ. गणेश पाटील
डॉ. दिपिका शिंदे श्री. प्रवीण गोळे

डॉ. उर्मिला गीते



ATTESTED
[Signature]
PRINCIPAL
Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deotoli-Camp (Nashik)



CBCS PATTERN

MPSC, UPSC, NET-SET व इतर स्पर्धा परीक्षांसाठीही उपयुक्त.

विपणन व्यवस्थापन

MARKETING MANAGEMENT

डॉ. दिलीप शिंदे

एम.कॉम., एम.फिल., डी.टी.एल., पीएच.डी.
कर्मवीर काकासाहेब वाघ कला, विज्ञान
आणि वाणिज्य महाविद्यालय,
पिंपळगाव (ब), नाशिक.

डॉ. गणेश आर. पाटील

एम.कॉम., एम.फिल., सेट, पीएच.डी.
के.आर.टी. कला, बी.एच. वाणिज्य आणि
ए.एम. विज्ञान (केटीएचएम) महाविद्यालय,
नाशिक.

डॉ. उर्मिला वाय. गिते

एम.कॉम., एम.बी.ए., नेट, पीएच.डी.,
डी.टी.एल., जी.डी.सी. अँड ए.
श्रीमती विमलाबेन खिमजी तेजूकाया कला,
वाणिज्य व विज्ञान महाविद्यालय,
देवळाली कॅम्प, नाशिक.

डॉ. दिपिका एस. शिंदे

एम.कॉम., बी.एड., एम.फिल., सेट, नेट, पीएच.डी.
कर्मवीर रामरावजी आहरे कला,
विज्ञान आणि वाणिज्य महाविद्यालय,
देवळा, नाशिक.

श्री. प्रवीण बी. गोळे

एम.कॉम., एम.फिल., नेट, सेट
गुरूवर्य मामासाहेब दांडेकर कला, भगवंतराव वाजे वाणिज्य व
विज्ञान महाविद्यालय, सिन्नर.



Specimen Copy



विपणन व्यवस्थापन
Marketing Management
लेखक

प्रकाशक । मुद्रक

रंगराव पाटील
प्रशांत पब्लिकेशन्स
3, प्रताप नगर, श्री संत ज्ञानेश्वर मंदिर रोड,
नूतन मराठा महाविद्यालयजवळ,
जळगाव 425001.

दूरध्वनी । वेब । ईमेल

0257-2235520, 2232800
www.prashantpublications.com
prashantpublication.jal@gmail.com

आवृत्ती । आयएसबीएन । किंमत

ऑक्टोबर, 2020
978-81-948015-4-2
₹ 275/-

अक्षरबुळवणी

प्रशांत पब्लिकेशन्स



e-Books are available online at www.prashantpublications.com

Prashant Publications app for e-Books
kopykitab.com • amazon.com • play.google.com

या पुस्तकातील कोणताही मजकूर, कोणत्याही स्वरूपात वा माध्यमात पुनर्प्रकाशित अथवा संग्रहित करण्यासाठी लेखकाची लेखी पूर्वपरवानगी घेणे बंधनकारक आहे.

२ । प्रशांत पब्लिकेशन्स

सावित्रीबाई फुले पुणे विद्यापीठाच्या शैक्षणिक वर्ष २०२०-२१ पासून द्वितीय वर्ष वाणिज्य (सत्र-३ व ४) च्या बदललेल्या CBCS अभ्यासक्रमानुसार 'विपणन व्यवस्थापन' हे पुस्तक वाचकांच्या हाती देत असतांना मनस्वी आनंद होत आहे.

या नवीन अभ्यासक्रमाला अनुसरून या पुस्तकात विपणन व्यवस्थापनाचे घटक, विपणन व्यूहरचना आणि ग्राहक वर्तन, विपणन नियोजन, विपणन संशोधन, हरित विपणन, ई-विपणन, डिजिटल मार्केटिंग, जागतिक विपणनाची ओळख यांची साध्या व सोप्या शब्दांत मांडणी केली आहे. प्रस्तुत पुस्तकात अद्ययावत आणि अचूक माहिती देऊन हे पुस्तक परिपूर्ण करण्याचा प्रयत्न केला आहे. यामुळे महाराष्ट्रातील सर्व विद्यापीठांच्या पदवी आणि पदव्युत्तर विभागांच्या वाणिज्य शाखेतील विद्यार्थ्यांना तसेच विविध स्पर्धा परीक्षांना बसणाऱ्या विद्यार्थ्यांना हे पुस्तक उपयुक्त ठरेल याबद्दल विश्वास वाटतो.

प्रस्तुत पुस्तक लिहितांना आई-वडील, सहकारी प्राध्यापक, ग्रंथपाल, मित्र व स्नेही यांचे अनमोल सहकार्य लाभल्यानेच हे पुस्तक अत्यंत कमी कालावधीत पूर्ण करता आले. त्याबद्दल त्यांचे आम्ही मनःपूर्वक आभारी आहोत.

प्रस्तुत पुस्तक प्रकाशित करण्याची जबाबदारी उचलणारे 'प्रशांत पब्लिकेशन्सचे' संचालक श्री. रंगराव पाटील, श्री. प्रदीप पाटील यांच्या सहकार्यामुळे हे पुस्तक प्रत्यक्षात येवू शकले त्याबद्दल आम्ही त्यांचे मनःपूर्वक आभार व्यक्त करतो.

- लेखक

प्रकरण १.....१

विपणन व्यवस्थापनाचे घटक

(Elements of Marketing Management)

- १.१ प्रास्ताविक
- १.२ विपणन व्यवस्थापनाचा अर्थ
 - १.२.१ विपणन व्यवस्थापनाची व्याख्या
- १.३ विपणन व्यवस्थापनाचे स्वरूप व व्याप्ती
- १.४ विपणन व्यवस्थापनाची वैशिष्ट्ये
- १.५ विपणन व्यवस्थापनाची कार्ये
- १.६ विपणन व्यवस्थापनाचे महत्त्व
- १.७ विपणन व्यवस्थापना समोरील आव्हाने किंवा समस्या
- १.८ विपणन व्यवस्थापनाचे घटक
- १.९ विपणन व्यवस्थापनाची प्रक्रिया
- १.१० विपणन व्यवस्थापनाचे तत्वज्ञान
- १.११ भारतीय बाजारपेठेची वैशिष्ट्ये



प्रकरण २.....३१

विपणन व्यूह रचना आणि ग्राहक वर्तन

(Marketing Strategy and Consumer Behaviour)

- २.१ विपणन व्यूह रचना
 - २.१.१ विषयाची ओळख.
 - २.१.२ व्यूह रचनेची संकल्पना.
 - २.१.३ विपणन व्यूह रचनेचा अर्थ.
 - २.१.४ विपणन व्यूह रचनेचे महत्त्व.
 - २.१.५ विपणन व्यूह रचनेची उद्दिष्टे.
 - २.१.६ विपणन व्यूह रचना सुसूत्रीकरण.
 - २.१.७ विपणन व्यूह रचना बांधणीचे आधार/मुलतत्वे
 - २.१.८ विपणन व्यूह रचनेचे प्रकार.



सावित्रीबाई फुले पुणे विद्यापीठाच्या
नविन अभ्यासक्रमानुसार क्रमिक पुस्तके

द्वितीय वर्ष वाणिज्य • सत्र ३ व ४

As per UGC Choice Based Credit System

- व्यावसायिक अर्थशास्त्र (समग्रलक्षी)
- व्यवसाय व्यवस्थापन
- कंपनी कायद्याची मूलतत्वे
- व्यवसाय प्रशासन
- बँकिंग व वित्त
- व्यावसायिक उद्योजकता
- विपणन व्यवस्थापन
- Business Communication
- Business Economics (Macro)
- Business Management
- Marketing Management
- Elements of Company Law
- Cost and Works Accounting
- Corporate Accounting

ATTESTED

[Signature]

PRINCIPAL

Smt. Vimlaben Khimji Tejookaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)

Download
Prashant Publications
App for e-Books

Also e-Books are available online at

kopykitab.com • amazon.com
play.google.com
www.prashantpublications.com



Prashant

वाणिज्य

₹ 275

ISBN 978-81-948015-4-2



www.prashantpublications.com
prashantpublication.jal@gmail.com