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Vinod Vasishtha
Publisher

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Advanced Process Biotechnology

S. N. Mukhopadhyay

S. N. Mukhopadhyay completed his B.Sc. Honours in Chemistry from Calcutta University, B.Tech. and M.Tech. in Food Technology and Biochemical Engineering from Jadavpur University, and Ph.D. from IIT Delhi, India. He started his teaching career at Harcourt Butler Technological Institute (HBTI), Kanpur and later at IIT Delhi. He is a recipient of the Japan Society for the Promotion of Science (JSPS) Award and Fulbright Fellowship. He retired as Professor from IIT Delhi and later as an Adjunct Professor, Department of Biological Sciences, Birla Institute of Technology and Science, Pilani, India.

Unique major features of the book include: Patenting concerns of life forms for process biotechnology • Cell redesigning methods and associated concerns • Impressive progress coverage of advanced topics • Thermophilic bioprocessing • Containment requirements in process biotechnology using GMO • Apoptotic phenomena in bioreactor for bioprocessing • Highlights of technical challenges for recovery/separation of products • In vivo - Ex vivo membrane phenomena in cellular process biotechnology • Application of ANN in bioprocess control • Extractive bioconversion • Advances in biosensors • Importance of cross linking agents in stabilizing biochemicals • Miscellaneous industrial bioproducts, etc.

Animal Adaptations
Evolution of Forms and Functions

R. K. Saxena

Dr. R. K. Saxena has been teaching Zoology in Sri Venkateshwara College, University of Delhi, since 1974. A Gold Medallist in M.Sc. from B.I.T.S. Pilani, India, he earned his doctorate from University of Delhi in Cell and Molecular biology. The author is a member of Indian Society of Cell Biology and is still engaged in active research and has to his credit a number of research publications in the field of ciliate biology.

Dr. Sumitra Saxena

Dr. Sumitra Saxena, an Associate Professor of Zoology at S.G.T.B. Khalsa College, University of Delhi, has been teaching for the last forty years. Her research interests have involved studies on the Polytene chromosomes in Chironomous and she has to her credit several research publications in the field of cell and molecular biology.

Explores the most fascinating and bizarre types of adaptations acquired by animals which have helped them to live comfortably in the harsh and most hostile environments. Firstly these adaptations refer to the evolutionary mechanisms that have produced them and they secondly refer to the traits that enhance the survival and reproductive success of their bearers.

Contents: Preface • Heterochrony • Origin, Ancestry, and Evolution of Chordate • Origin and Ancestry of Mammals • Primates and Origin of Homo Sapiens • Homeostasis • Parthenogenesis, Reproduction and Parental care • Aerodynamics and Flight in Animals • Migration • Echolocation • Interspecific Interaction • Behavior • Cryptobiosis • Coral Reefs • Mimicry, Camouflage and Colouration • Polymorphism • Bioluminescence • Biological Clocks and Circadian Rhythms • Electric Organs • Sense Organs • Sound Communication • Weberian Ossicles • Spider “Webs” • Glossary • Index
Biochemical Tests
Principles and Protocols

Anil Kumar
Dr. Anil Kumar is a full-time Professor of Biotechnology at the Devi Ahilya University, Indore, India, since 1991. He also authored a number of books and contributed many chapters to various edited books.

Sarika Garg
Dr. Sarika Garg is a post-doctoral scientist at the University of Saskatchewan, Canada. Earlier, she worked at the Max Planck Unit for Structural and Molecular Biology, Hamburg, Germany, for more than three years. She has co-authored many chapters of various edited books.

Neha Garg
Neha Garg is a freelance writer and entrepreneur based at Manchester, United Kingdom. Earlier she worked as Scientific Researcher at the University of Potsdam, Germany, for more than three years. She has many research papers to her credit.

The book will be useful to master’s, bachelor’s and doctoral students in biological sciences. It covers most of the practicals conducted at the master’s level in biological sciences. The book contains 20 chapters describing practical protocols. The book starts from the chapters ‘Colorimetry’ and ‘Spectrophotometry’ where theoretical parts of these techniques are described. The book has a chapter that describes all the techniques used in plant tissue culture. The most important and salient feature of the book is that principles of the practical exercises as well as detailed protocols are described. Besides, the book covers principles and theoretical parts of many modern techniques, namely chromatography, electrophoresis, UV-VIS spectrophotometry, centrifugation, PCR and plant tissue culture.

Biological Diversity
Origin, Evolution and Conservation

Arun Kumar Sharma
Arun Kumar Sharma (D.Sc., FNA, FNASc, FNAAS, FTWAS), the recipient of Padma Bhushan, is Honorary Professor at the Centre for Advanced Studies, Department of Botany, University of Calcutta, India. He is known for the pioneering study leading to the establishment of a new concept of speciation in vegetatively reproducing plants. He acted as the Chairman, West Bengal Biodiversity Board, Kolkata, since its inception.

Debal Ray
Debal Ray is a member of the Indian Forest Service. He had been responsible for management of natural resources over a period of two decades. He has been discharging his responsibilities as the Member Secretary of West Bengal Biodiversity Board for more than six years.

Soumyendra Nath Ghosh
Soumyendra Nath Ghosh, a Ph.D. in Zoology, was introduced with the intricacies of life at the time of his studies on social insects, ants. During his stint in the Zoological Survey of India and subsequently in the West Bengal Biodiversity Board, he made important contributions to taxonomy and natural history of Hymenoptera. As Senior Research Officer of West Bengal Biodiversity Board, he is responsible for bringing all the stakeholders of biodiversity under the same umbrella for the cause of conservation.

The readers will find discussion on the origin of biodiversity, its evolution, threats to biodiversity, as well as an account of the Indian scenario of biodiversity, along with conservation strategies. The chapters are arranged in a logical sequence and have been contributed by the scientists who are considered authorities on the respective research areas. This book would be of use as a ready reference on multiple aspects of biodiversity to students, researchers and policy-makers alike.

*Prices are subject to change without prior notice
Biostatistics
Basic and Advanced

Manju Pandey
Manju Pandey, has an M.Sc. and Ph.D. in Statistics from the Department of Statistics, Banaras Hindu University (BHU), Varanasi, India. She served the same department as lecturer for seven years before joining the department of zoology as a reader. She framed a postgraduate course in biostatistics for M.Sc. in zoology and taught it for 25 years. She has also designed a FORTRAN programming course for undergraduate honours studies and taught it for several years.

The present book aims to provide basic knowledge and explain application of biostatistics to master’s level students pursuing courses in different disciplines and also to help young researchers. It covers almost all parts of the UGC model syllabus in biological sciences relating to quantitative zoology. It explains how to choose an appropriate statistical analysis method for various biological experimental data. This book may be used as a textbook by undergraduate and postgraduate students of biostatistics in biological, agricultural and health sciences.

CSIR NET Life Science
Explanations and Solutions

Debasish Kar
Dr. Debasish Kar graduated in Physiology (H) from Midnapore College, West Bengal. He has studied M.Sc. in Biotechnology at Utkal University, Bhubaneswar followed by M.Tech. in Biotechnology at the West Bengal University of Technology, Kolkata. Later he was awarded a Ph.D. in Biotechnology from IIT Kharagpur. Currently, he is working as Assistant Professor in the Department of Biotechnology at Ramaiah University of Applied Sciences, Bangalore, India.

The book is drafted with a detailed solution of the CSIR NET Life Science questions since 2003. Each unit of the CSIR is sorted out, and the explanations are done meticulously. Every explanation is written in a precise manner. The two marks questions of CSIR are mainly memory based. The explanations will help students memorize the basic information. However, the four marks questions of CSIR are a bit tricky and twisting. These explanations are paid more attention. It will certainly enhance the problem-solving skills of the CSIR aspirants. It will also help graduate students to grasp a sound knowledge in the Life Science domain that is required to crack several other similar examinations viz. ICMR-JRF, DBT-JRF, GATE, ICAR-NET, NII-PhD, JNU-PhD, BARC, TIFR-NCBS.

Contents: CSIR Unit I (Biochemistry) • CSIR Unit II (Cellular Organization) • CSIR Unit III (Molecular Biology) • CSIR Unit IV (Cell Communication & Signaling) • CSIR Unit V (Developmental Biology) • CSIR Unit VI (Plant Physiology) • CSIR Unit VII (Animal Physiology) • CSIR Unit VIII (Inheritance Biology) • CSIR Unit IX (Diversity of Life) • CSIR Unit X (Ecology) • CSIR Unit XI (Evolution) • CSIR Unit XII (Applied Biology) • CSIR Unit XIII (Methods in Biology)
Comparative Anatomy of Vertebrates, 2nd Edn

R. K. Saxena
Dr. R.K. Saxena is an Associate Professor and has been teaching Zoology in Sri Venkateshwara College, University of Delhi since 1974. A Gold Medallist in M.Sc. from B.I.T.S. Pilani, he earned his doctorate from University of Delhi in Cell and Molecular biology.

Sumitra Saxena
Dr. Sumitra Saxena, an Associate Professor of Zoology at S.G.T.B. Khalsa College, University of Delhi, has been teaching for the last forty years.

This second edition of Comparative Anatomy of Vertebrates is thoroughly revised and developed around two fundamental themes. Part A is devoted to the discussion of chordates’ evolution and classification. In addition a combination of phylogenetic trees (cladograms) and narrative discussions to unveil facts about animal evolution are included. Part B deals with comparative anatomy and provides an introduction to structure-function concept at the level of organs and the organ system.

Environmental Science and Management

Abhijit Mallick
Abhijit Mallick is an Associate Professor in the Department of Chemistry, Academy of Technology, affiliated to Maulana Abul Kalam Azad University of Technology. He completed his B.Sc. in chemistry honours from Ramakrishna Mission Vivekananda Centenary College, affiliated to West Bengal State University and obtained his postgraduate degree from the University College of Science and Technology, Calcutta University. He earned his Ph.D. from the Indian Institute of Technology, Kharagpur, India.

This book is specially designed for B.E./B.Tech. students of all branches of engineering and technology. The book is highly informative on different aspects of the environment. Efforts have been made to explain the fundamental concepts in a simple but comprehensive manner so that students can use this book as a reference. The unique strength of this book is the scientific approach. Mathematical problems and model questions, including multiple-choice questions, short-answer-type questions and long-answer-type questions are provided in Appendix II of this book as exercise for students. The book also covers details of the ISO concept of environment management system or EMS, covering environmental audit, technology diffusion, LCA model and EIA.

Enzymes and Enzyme Technology

Anil Kumar
Dr. Anil Kumar is a full-time Professor of Biotechnology at the Devi Ahilya University, Indore, India, since 1991. He also authored a number of books and contributed many chapters to various edited books.

Sarika Garg
Dr. Sarika Garg is a post-doctoral scientist at the University of Saskatchewan, Canada. Earlier, she worked at the Max Planck Unit for Structural and Molecular Biology, Hamburg, Germany, for more than three years. Beginning with the nomenclature and classification of enzymes this book covers topics on synzymes, abzymes, enzyme immobilisation, mnemonical enzymes, ribozymes etc. Techniques used in enzyme purification are described in detail. The book is written in a simple language, easily understandable to students, keeping in mind the requirements of enzymes and enzyme technology at the postgraduate level. The book would be of invaluable help to students, teachers, researchers and all those interested in the fundamental knowledge of enzymes.
Experimental Process Biotechnology Protocols

S. N. Mukhopadhyay

S. N. Mukhopadhyay completed his B.Sc. Honours in Chemistry from Calcutta University, B. Tech. and M. Tech. in Food Technology and Biochemical Engineering from Jadavpur University, and Ph.D. from IIT Delhi, India. He started his teaching career at Harcourt Butler Technological Institute (HBTI), Kanpur and later at IIT Delhi. He is a recipient of the Japan Society for the Promotion of Science (JSPS) Award and Fulbright Fellowship. He retired as Professor from IIT Delhi and later as an Adjunct Professor, Department of Biological Sciences, Birla Institute of Technology and Science, Pilani, India.

Contents: Some Common Analytical Methods • Needed Laboratory Equipment/ Accessories/Facility • Experimental Protocols in Microbial Engineering & Process Biotechnology • Experimental Protocols in Enzyme Engineering Process Biotechnology • Miscellaneous Experimental Protocols • Experiments on Fermentation Process Biotechnology for Production • References

Invitation to Biotechnology

Rupinder Tewari

Dr. Rupinder Tewari is a Professor and former Chairman, Department of Microbial Biotechnology, Punjab University, Chandigarh, India. He is a recipient of the prestigious Rockefeller Biotechnology Fellowship (The Rockefeller Foundation, USA) and Commonwealth Academic Staff Scholarship (The British Council, UK). The author has been teaching in the university for the last 29 years and is actively engaged in research in the field of ‘Microbial Biotechnology’.

Biotechnology has taken the world by a storm. With the plethora of possibilities afforded by it, there is no sphere of human activity left untouched. This book has at its core an explanation of the basic principles underlying this field. They have been dealt with in a manner so lucid and simple that even a non-biologist would feel completely at home with these concepts.

Process Biotechnology Fundamentals, 4th Edn

S. N. Mukhopadhyay

S. N. Mukhopadhyay completed his B.Sc. Honours in Chemistry from Calcutta University, B. Tech. and M. Tech. in Food Technology and Biochemical Engineering from Jadavpur University, and Ph.D. from IIT Delhi. He is a recipient of the Japan Society for the Promotion of Science (JSPS) Award and Fulbright Fellowship. He retired as Professor from IIT Delhi and later as an Adjunct Professor, Department of Biological Sciences, Birla Institute of Technology and Science, Pilani.

Unique features of the book: Integration of academic and practical bioprocessing principles towards process biotechnology development • Research generated data never before published in a single collated text • Detailed aspects of oxygen mass transfer in biological systems • Ways to control undesirable microorganisms • Provides scope for progressive development in scale up of industrial bioprocessing system • Systematic design engineering calculations of bioprocessing systems • PCR instrumental analysis: theory, engineering and technology • Heat and mass transfer concerns in rDNA bioreactors • Innovative microbial microfermentation equipment and aspect • Nanosystemic PB concerns in bioelectricity generation in biofuel cell • Nanosight instrument and use in analytical biosystems • Enhancing scopes of BTBE in PB and education • Abundance of illustrative tables, figures and mathematical relations • Numerous mathematical problems and multiple choice questions

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Protein Purification: Theory and Techniques

K. S. Dayananda

K. S. Dayananda is the Head of the Department of Post Graduate studies in Biochemistry at Padmashree Institute of Information Sciences, Bangalore, India. He has been teaching Biochemistry, Molecular Biology, Immunology and Genetic Engineering to undergraduates and postgraduates for several years.

Protein Purification: Theory and Techniques provides a good reference for the techniques and strategies involved in the purification of antibodies and recombinant proteins. The detailed practical guidelines given in the book aim particularly at laboratory scale purification. The book is designed to give the laboratory worker the information needed to undertake the challenge of designing a strategy to produce a purified protein from a crude mixture or cell debris.

The book also reflects personal preferences amongst the multitude of methods that may be used for protein fractionation. There is no single correct way to solve the problem, and probably teams could choose several alternative procedures and come up with a satisfactory solution. The approach and the results are discussed and compared in this book.

Quantitative Genetics for Quality Experimentation

V. Arunachalam

V. Arunachalam is head of the Biometrical Genetics unit initiated by Professor B.R. Murty at the Indian Agricultural Research Institute, New Delhi, India. He was awarded a National Chair of Eminence by ICAR, India. He has earned his PhD from Cambridge University, England.

With an introduction explaining how contemporary developments in the fields of genetics, statistics and probability theory blended to evolve the subject of quantitative genetics, the book deliberates on how genetic theory is built on measured trait values (phenotypes) leading further to analysis of genetic variation encompassing several areas like genetic divergence, inbreeding, heterosis, mating systems, mating designs and theory of selection. Presentation of established concepts in a new light, a fresh look at QT basics with a special attention to traits governed by two genes, and a new orientation to genetic divergence and various genetic parameters in random mating and inbreeding populations are new highlights. The engaging presentation is expected to motivate even those with little mathematical/statistical background, and those proferring diverse fields like agriculture, biology and biotechnology for quality experimentation. Written by a well-known author associated with the School of Quantitative Genetics at the Indian Agricultural Research Institute, New Delhi, for more than three decades, the book is founded on the author’s vast experience in inventive research, motivated teaching and guidance to graduate students. A clear and comprehensive account of vital topics in Quantitative Genetics like Distributions, Genetic Analysis of Phenotypic Variation, Genetic Values, Genetic Effects and Variances, Inbreeding and Heterosis, Genetic Divergence, Mating Systems, Selection and Populations is given in an easy-to-understand style substantiated by practical examples. Efforts have been made to keep the book short, which augments the learning experience of the students and makes it interesting for enthusiasts. It is meant to be an essential companion to students, researchers, teachers and professionals for quality experimentation in genetics and plant breeding.
**Water Resources and Environmental Sustainability**

**Gangadhar Banerjee**

Dr. Gangadhar Banerjee, a PhD in Economics and LLB, from Jadavpur University is serving as a visiting faculty in management colleges; researcher in primary, secondary, tertiary and management areas and Ph.D. guide. He published as many as 26 books, 12 reports on techno-economic study in tea industry/evaluation/monitoring special studies; and 200 papers in industry and academically recognized international and national journals.

Sarda Banerjee (Ganguly), B.A Hons. in Economics (SNDT University, Mumbai), MA in Economics (Mumbai University), B. Ed (Visva Bharati Central University), Santiniketan and a renowned teacher and freelance writer. She published one book and few papers in reputed National Journal with her father Dr. Gangadhar Banerjee.

The book *Water Resources and Environmental Sustainability* outlines water in 21st century. It revisits the water resources management policy, critically analyzes the water crisis agenda, addresses the generic and region-specific issues, assesses the reasons for market failure in water resources planning and incidence of massive water crisis. The improvement in water use efficiency, conjunctive and judicious use of water, harnessing of surface and ground water resources in a coordinated way, strategies for environmental protection, management of integrated water resources, adherence to efficiency plan, stability and sustainability of environment and importance of National Institute for Transforming India (NITI) Aayog are the major focal points that got momentum in the book. The book recommends to:

- prioritize the development of IWRM and water efficiency measures with the help of supporting agencies
- implement policies and plans once they have been developed
- establish roadmaps and financing strategies for the implementation of their plans and
- evaluate, monitor and share through global coordination mechanisms

**GCP and Clinical Research**

**A Managerial Approach**

**Umesh C. Gupta**

Umesh C. Gupta has rich experience in clinical research, and has worked in various areas of clinical research including planning, designing, managing, conduct, monitoring and reporting of clinical trials. He has been a teaching faculty for various diploma level courses in clinical trials. Besides holding a lifetime membership of Indian Society of Clinical Research, he has many publications to his credit in various peer-reviewed journals.

Towards contributing to the corporate goals of established and emerging CROs and pharmaceutical firms, regarding research, innovation, profitability, and long-term sustainable growth, clinical research domain has become highly regulated and complicated requiring sound knowledge, project management skills and aspirations to achieve compliance with domestic and international regulations as well as towards achieving competitive, quality, compliance, cost and time benefits. This book, as a next-generation book, with plenty of tables, figures, and flow charts has been written with a purpose to satisfy the above unmet need and provides a quality pathway for conducting clinical trials.
In the rapidly changing modern health care environment, doctors and patients expect nothing less than perfection, and accuracy and quality are assumed. The focus of the management is on cost. This book covers the topics essential to successful management of laboratories balancing quality and cost effectiveness. Medical Laboratories Management: Cost-Effective Methods explains how laboratories can be managed at a low cost and with greater care. Apart from discussing the ways to tackle through efficient management the financial crisis faced by the medical world, the book offers guidelines for training and imparting values to laboratory staff, directors of laboratories and professional bodies involved in laboratory education.

Written by a practicing physician, this practical guide for everyone helps the readers understand what various symptoms mean and how to deal with them. It contains several typical cases of medical consultations and the approach a physician would follow to deal with each situation. Many patients wish that the doctor explained to them all the various probabilities that could be associated with their symptoms and why the doctor orders the tests he/she does. This book is for those anxious people who have many unanswered questions in their minds regarding their illnesses. It also contains some practical tips such as how to adjust the insulin dose in diabetes.
Principles & Practice of Geriatric Medicine

O. P. Sharma

Dr. O. P. Sharma is a consultant physician with special interest in Geriatrics. As a National Professor of Geriatrics and General Secretary, Geriatric Society of India, he has vast experience in organizing conferences on Geriatrics at the Regional, National and International levels. He is the Course-Director cum Editor on “PG Diploma Certificate Course on Geriatrics” of IMA AKN Sinha Institute, New Delhi and Course Writer of “PG Distance Education Course on Geriatrics” of IGNOU. He is the editor of Indian Guidelines for Vaccinations in Older Adults 2012 and Indian Recommendations for Vaccination in Older Adults 2015.

Principles & Practice of Geriatric Medicine is a compilation of carefully chosen topics pertaining to Clinical Geriatrics and Gerontology. The chapters have been written by authors with wide ranging experience in treating the elderly, especially in India. This approach has been rendered necessary by the fact that the problems faced by the Indian elderly differ from their American or European contemporaries due to differences in race, nutrition, family set up, socioeconomic factors and climatic conditions. Since this book provides a comprehensive account of the care needed by the Indian elderly, it will be an asset for family physicians who treat elderly patients. Besides treatment part, preventive strategies relevant to our country have also been included. Geriatric Medicine is a multi-disciplinary branch of Medical Sciences that has been added to the academic curricula of Medical Colleges. This book will therefore prove a competent guide for medical students in general, and students of Geriatrics in particular, who will find everything they need to know within a single volume. The reader/treating doctor will be able to answer the queries of their patients in other fields related to them like financial, legal and constitutional matters. The inclusion of subjects like epidemiology and hospital setup will make it useful for planners as well.

“Dr. Sharma deserves all praise for bringing out such a useful book.”

—Journal of Indian Medical Association

Sexually Transmitted Diseases and HIV/AIDS, 2nd Edn

Vinod K. Sharma

Dr. Vinod K. Sharma, MD, FAMS, FRCP London, FIMSA, FIAD is actively involved in the care of patients with sexually transmitted infections and HIV/AIDS for more than 35 years. He is the Professor and Head of Department of Dermatology and Venereology at All India Institute of Medical Sciences, New Delhi since 2001. He has served as the President of Indian Association of Dermatologists, Venereologists and Leprologists (IADVL), Indian Association for Study of Sexually Transmitted Diseases & AIDS (IASSTD & AIDS), and XIth International Congress of Dermatology, and Vice President of International Society of Dermatology. He has published more than 340 research papers in international and national journals.

This book is meant for persons involved in the care of patients with Sexually Transmitted Diseases and HIV/AIDS. This includes postgraduates in Dermatology and Venereology and allied disciplines, practising skin and VD and HIV/AIDS specialists and general practitioners. It would also help those pursuing training for HIV/AIDS specialization.

Key Points: Comprehensive coverage of STD and HIV/AIDS • Perspective of developing countries on epidemiology and treatment • Effect of STD and HIV/AIDS on health of individual and community • STD and HIV/AIDS in women and children • More than 150 illustrations • Clinical and syndromic approach • Updated treatment guidelines by NACO, CDC and WHO • Prevention of STD and HIV/AIDS • Vaccines for STD and HIV/AIDS
**Sexually Transmitted Infections**

**Vinod K. Sharma**

Dr. Vinod K. Sharma, MD, FAMS, FRCP London, FRMSA, FIAD is actively involved in the care of patients with sexually transmitted infections and HIV/AIDS for more than 35 years. He is the Professor and Head of Department of Dermatology and Venereology at All India Institute of Medical Sciences, New Delhi since 2001. He has served as the President of Indian Association of Dermatologists, Venereologists and Leprologists (IADVL), Indian Association for Study of Sexually Transmitted Diseases & AIDS (IASSTD & AIDS), and XIth International Congress of Dermatology, and Vice President of International Society of Dermatology. He has published more than 340 research papers in international and national journals.

**Vishal Gupta**

Dr Vishal Gupta MD, a postgraduate in Dermato-venereology from All India Institute of Medical Sciences, New Delhi with 4 years post-MD experience, is currently working as a Senior Research Associate (Pool Officer). He received the Dr KC Kandhari Award for the best postgraduate student. He also won the Torrent Young Scholar Award 2013 and IADVL-GSK National Quiz for Postgraduates at DERMACON 2014.

This book provides up-to-date information on sexually transmitted infections, including their diagnosis, treatment and prevention strategies. Salient features of the book: All STIs are covered • Succinct presentation • Historical aspects • Latest treatment guidelines: CDC, WHO and NACO • Differential diagnosis: Genital ulcer, vaginal discharge and inguinal bubo. New chapters like: Bedside tests and specimen collection • Point-of-care tests • Multiplex PCR in STIs • Persistent and recurrent urethritis • STIs in children and adolescents

**Surgery of Pediatric Anorectal Malformations**

**Subir K. Chatterjee**

Prof. Subir K. Chatterjee is the father figure of Pediatric Surgery in Eastern India. He served the NRS Medical College, Calcutta for 32 years; he was its Founder Professor and Head of Pediatric Surgery. He continues to serve the Vivekananda Institute of Medical Sciences, the Park Children's Centre and the Park Medical Research Society. He has been the Founder Editor-in-Chief of the Journal of the Indian Association of Pediatric Surgeons and is now its Emeritus Editor.

The management of babies born without a normal anus and anorectum has been the subject matter of numerous publications over the last two centuries. The malformation occurs more commonly in the Indian subcontinent than in other parts of the world. The author’s earlier book published 14 years ago was based on a study of 1250 patients with this malformation. Since then another 858 patients have been studied and the advances made in embryogenesis as well as in diagnosis and management have been recorded. The book is targeted at the young surgeon who has to deliver quality care in situations with limited resources.

**Nursing Research**

**Revised and Updated 2nd Edn**

**Dr. R. Bincy**

Dr. R. Bincy is the principal of the Govt. College of Nursing, Alappuzha, Kerala, and has 27 years of teaching and 22 years of research experience. She completed her post-graduation with first rank from the Govt. College of Nursing, Thiruvananthapuram, India. She was awarded her Ph.D. degree by the University of Kerala in 2004.

Features of the book: Based on the Indian Nursing Council (INC) and Kerala University of Health Sciences (KUHS) syllabi • A student-friendly and innovative approach aided with self-explanatory diagrams • Significant content in all areas of nursing research • A book of reference for nursing graduates, postgraduates and Ph.D. research scholars.
Chemistry for Engineers, 2nd Edn

Abhijit Mallick

Abhijit Mallick is an Associate Professor in the Department of Chemistry, Academy of Technology, affiliated to Maulana Abul Kalam Azad University of Technology. He completed his B.Sc. in chemistry honours from Ramakrishna Mission Vivekananda Centenary College, affiliated to West Bengal State University and obtained his postgraduate degree from the University College of Science and Technology, Calcutta University. He earned his Ph.D. from the Indian Institute of Technology, Kharagpur, India. He has published several international papers and textbooks.

This book is for B. Tech. degree students following the guidelines of All Indian Council for Technical Education (AICTE) syllabus & is helpful for B.Sc. chemistry honours students also. It focuses on the fundamental aspects of quantum chemistry, molecular orbital theory, coordination chemistry, spectroscopy, organic reaction mechanism, stereochemistry and electrochemical cell. Chemical bonding, solid state chemistry, corrosion and water chemistry have been discussed in detail. The book highlights the chemical thermodynamics and real gases. Questions and numerical problems have been added at the end of each chapter.

Comprehensive Chemistry

Tanvi Vats

Dr Tanvi Vats has done her Ph.D. in chemistry jointly from GGS Indraprastha University and National Physical University, New Delhi. She currently serves as a faculty member at Gautam Buddha University, Greater Noida and teaches B.Tech, B.Sc. and M.Sc. students. She has also co-authored a book entitled Microwave-Assisted Polymerization published by the Royal Society of Chemistry, London.

Deepti Goyal

Dr Deepti Goyal has done her Ph.D. from the University of Kota, Kota, Rajasthan. She has authored a book entitled Physical Chemistry Experiments: Theory and Practical. Currently, she is associated with the Department of Applied Chemistry, School of Vocational Studies & Applied Sciences, Gautam Buddha University, Greater Noida, Uttar Pradesh, India.

The aim of this book is to cater to the needs of the graduate students of all the Indian universities following the Choice Based Credit System (CBCS) curriculum. This book gives an insightful view of the theory and practical syllabus for graduate students. This book will be beneficial for graduate students of all the UGC recognized universities. It provides a one-stop solution to all the topics and problems for theory and practical courses. This book would be a good choice for PG entrance exam preparation including JAM (Joint Admission Test).

Unique features: schematic explanations • well-described mechanisms • abundant questions • wide variety of solved and unsolved questions • simple and concise descriptions

Contents: Atomic Structure • Chemical Bonding and Molecular Structure • Chemical Energetics • Chemical Equilibria • Ionic Equilibria • Fundamentals of Organic Chemistry • Stereochemistry • Aliphatic Hydrocarbons • Aromatic Hydrocarbons • Alkyl and Aryl Halides • Alcohols, Phenols and Ethers • Aldehydes and ketones • Lab Exercises
Organic Chemistry

Kumar Kartikey Yadav

Kumar Kartikey Yadav obtained his B.Sc. degree in 2009 from Ewing Christian College, Allahabad University and M.Sc. degree in 2011 from Delhi University in organic chemistry. He received his Ph.D. degree in organic chemistry from the University of Delhi, Delhi. He taught organic chemistry and biochemistry to IIT-JAM and IIT-JEE students for six years. He is currently Examiner of Patents & Designs, Group-A Gazetted officer., Ministry of Commerce and Industry, Govt. of India.

Uma Narang

Uma Narang completed her B.Sc. (Hons.) in chemistry and M.Sc. in organic chemistry from Hindu College, University of Delhi. She received her Ph.D. degree in 2018 from the University of Delhi in chemistry (organic synthesis). Presently, she is assistant professor in the Department of Chemistry, Shivaji College, University of Delhi, India.

This book is based on the Choice Based Credit System (CBCS) syllabus of undergraduate courses in various universities in India. It covers the complete syllabus and discusses each topic in a lucid and accessible manner. This book is also useful for IIT-JAM, IIT-JEE, NEET, GATE, M.Sc., CSIR, UPSC and state exams to understand the basics of the current topics. Practice problems have been given for self-assessment at the end of each chapter to understand each topic clearly. This book also covers all the questions important from the examination point of view. Data and facts have been compiled in tabular form wherever required. This book is well-illustrated with figures.

Organic Chemistry for Degree Students

B.Sc. 1st Year (Semester-I)

Aprajita Chauhan

Aprajita Chauhan obtained her PhD degree in Chemistry from the University of Garhwal in 1989. Dr Chauhan has over 22 years of experience in teaching organic chemistry to undergraduate students. She is presently an Associate Professor at the Department of Chemistry, Sri Aurobindo College (University of Delhi), New Delhi.

This book has been written in accordance with the CBCS B.Sc. program of the University of Delhi. It also suitably caters to students of B.Sc. (Hons.) and B.Sc. (Gen.) courses in all the Indian Universities. Review problems (solved) and unsolved exercises along with test papers have been given in the book.

Contents: Fundamentals of Organic Chemistry • Isomerism • Alkanes • Unsaturated Hydrocarbons • Alkynes • Test Your Knowledge

Organic Chemistry for Degree Students

B.Sc. 1st Year (Semester-II)

Aprajita Chauhan

Aprajita Chauhan obtained her PhD degree in Chemistry from the University of Garhwal in 1989. Dr Chauhan has over 22 years of experience in teaching organic chemistry to undergraduate students. She is presently an Associate Professor at the Department of Chemistry, Sri Aurobindo College (University of Delhi), New Delhi.

This book has been written in accordance with the CBCS B.Sc. program of the University of Delhi. It also suitably caters to students of B.Sc. (Hons.) and B.Sc. (Gen.) courses in all the Indian Universities.

Contents: Aromatic Compounds • Alkyl Halides • Haloarenes (Aryl Halides) • Alcohols • Phenols • Ethers and Epoxides • Aldehydes and Ketones • Aromatic Aldehydes and Ketones • Test Your Knowledge

*Prices are subject to change without prior notice
Organic Reactions and Their Mechanisms

A. Mohamed Sikkande
Dr. A. Mohamed Sikkande is working as an Assistant Professor, Department of Chemistry, Velammal Engineering College, Chennai, India. He received his Ph.D from Periyar University, Salem, Tamil Nadu, India.

Noor Shawal Nasri
Dr. Noor Shawal Nasri is Director, UTM-MPRC Institute for Oil and Gas, University Technology Malaysia. He received his Ph.D - Fuel And Energy (Catalytic Combustion), area of Petroleum Engineering, from the University of Leeds, United Kingdom.

This book opens new horizons in the field of organic reactions to postgraduate students and research scholars. The theoretical concepts provide a deeper insight into the fundamental aspects of organic reaction mechanisms. The book covers basic aspects, such as product of organic analysis and its kinetic studies, catalysis, and investigation of reactive intermediates. A comprehensive account of mechanisms of organic reactions is spread over six well-written chapters.

Salient features of the book: Complete discussion on reaction intermediates • Discussion on both kinetic and chemical methods • Relationship between structure and reactivity explained to the minutest details • Extended examples of molecular rearrangements and other reactions

Organic Spectroscopy

Pradeep Pratap Singh
Dr. Pradeep Pratap Singh is currently working as an Assistant Professor in the Department of Chemistry, Swami Shraddhanand College, University of Delhi. He did his M.Phil. and Ph.D from the Department of Chemistry, University of Delhi. He has published 9 papers in International journals and 14 chapters in International books.

Ambika
Dr. Ambika is currently working as an Assistant Professor in the Department of Chemistry, Hansraj College, University of Delhi. She did her M.Sc. and Ph.D from the Department of Chemistry, University of Delhi. She has published 9 papers in International journals, 15 chapters in International books and 2 research projects to her credit.

The book ‘Organic Spectroscopy” deals with UV-Visible, IR, 1H NMR, 13C NMR, and mass spectrometry along with spectroscopic solution of the structural problems. The book covers the basic theory, instrumentation and the structure-spectra correlations of the major spectroscopic techniques. In addition, the book acquaints students with the methods to determine the structure of an unknown compound in a (reasonably) logical manner with the help of all major spectroscopic techniques. The authors aim to provide spectra to illustrate every point made, but do analyze fully each of the spectra in order to obtain the maximum information available. Learning by solving problems gives more competence and confidence in the subject. So, the book includes, wherever required, numerous solved and unsolved problems that will help students to understand the concepts easily and obtain “structures from spectra”. The book is, therefore, a collection of such problems to help students acquaint with the basics of spectroscopy.
Practical Physical Chemistry

B. Viswanathan

B. Viswanathan has been a faculty of Department of Chemistry, IIT Madras, India for over 30 years. He is the recipient of Alexander Von Humboldt, Max Planck and JPS fellowships. His areas of research interest include Catalysis, Material Science and Energy. He has over 700 publications, 12 books and 15 patents to his credit.

P. S. Raghavan

P.S. Raghavan has about 20 years experience in teaching physical chemistry at the UG and PG levels, as a member of the faculty of the Department of Chemistry of Madras Christian College, Chennai, besides 2 years of experience in Hindustan Lever Research Centre, Mumbai, India.

The authors have examined carefully a number of Indian Universities and evolved a common minimum laboratory programme and the result is this compilation. The experiments chosen are the minimum required for undergraduate programmes. Some experiments have been purposely included so that they can be covered at demonstration level and can be given as exercises at the post graduate level. The authors have attempted to assemble the list of experiments from their experience and also have drawn upon the experience of the students who have undergone these laboratory courses and felt the inadequacy of the existing curriculum.


Principles of Inorganic Chemistry, 3rd Edn

G. S. Sodhi

Dr. G. S. Sodhi earned his doctorate from the University of Delhi. At present, he is Associate Professor, Department of Chemistry and Coordinator, Forensic Science Unit at S.G.T.B. Khalsa College, Delhi University. He has published 150 research papers and filed 10 Indian patents. He was a Visiting Fellow, National Crime Records Bureau, Ministry of Home Affairs, in 1996-97. He has received the Union Home Minister Award, National Technology Day Award, World Intellectual Property Organization’s International Award, Lockheed Martin India Innovation Growth Programme Award and India Innovation Initiative Award for innovative work in forensic chemistry. His research interests include 'Identification of Weapon Holders in Crime Cases' and 'Detection of Fingerprints at Crime Scenes'. He has organized training courses in Crime Scene Management for students, teachers, police officers and army personnel. He is a Fellow, the Chartered Society of Forensic Sciences, UK.

The chemistry of inorganic materials is discussed with special reference to periodicity, structure, bonding, reactivity and bio-chemical characteristics. Box Items and Case Studies have been incorporated extensively to relate the principles governing inorganic chemistry with social, economic and historical issues. Several new topics, including black-body radiation, experimental evidence for electron spin, normalized and orthogonal wave functions, crystal radii, Sanderson electronegativity scale, formal charge, theories of hydrogen bonding, detection of radioactive radiations, corrosion and organometallic catalysts find a place in this edition. Industrially important compounds like silicates, silicones and phosphazenes have been brought in the ambit of a new chapter, ‘Inorganic Polymers’. Another new chapter, ‘Quantitative Analysis’ presents a schematic procedure for deduction of ions in inorganic substances. The chemistry of zinc, cadmium and mercury has been dealt with in yet another new chapter, ‘Group 12 Elements’.
Principles of Physical Chemistry

Abhijit Mallick

Abhijit Mallick is an Associate Professor in the Department of Chemistry, Academy of Technology, affiliated to Maulana Abul Kalam Azad University of Technology. He completed his B.Sc. in chemistry honours from Ramakrishna Mission Vivekananda Centenary College, affiliated to West Bengal State University and obtained his postgraduate degree from the University College of Science and Technology, Calcutta University. He earned his Ph.D. from the Indian Institute of Technology, Kharagpur, India. He has published several international papers and textbooks.

This book is specially designed for B.Sc. Chemistry honours degree students. However, it will be helpful to postgraduate students also. This book focuses on the fundamental aspects of physical chemistry, like chemical thermodynamics, liquid and gaseous states of matter, electrochemistry, phase equilibria, colligative properties, etc. Surface chemistry and colloid chemistry have been discussed in detail. Detailed discussions of photochemistry, chemical kinetics and solid state chemistry are the assets of this book. The book also highlights nuclear chemistry, chemical bonding and catalysis. The appendix contains a collection of reference tables. Different types of questions and numerical problems have been included at the end of almost every chapter. Contents: Ideal Gases • Real Gases • The Liquid State • Solid State Chemistry • Chemical Bonding • Chemical Thermodynamics • Thermodynamics • Statistical Thermodynamics • Chemical Kinetics • Catalysis • Electrochemistry • Electrochemical Cell • Ionic Equilibria • Chemical Equilibrium • Phase Equilibria • Dilute Solutions • Surface Chemistry—Adsorption • The Colloidal State • Photochemistry • Nuclear Chemistry

Textbook of Organic Chemistry

V. K. Ahluwalia

Prof. V.K. Ahluwalia is the visiting Professor at Dr. B.R. Ambedkar Centre for Biomedical Research, University of Delhi, India. He has been teaching undergraduate and postgraduate students for over three decades now. He has authored about three hundred research papers and fifteen books.

Rakesh K. Parashar

Dr. Rakesh K. Parashar is an associate professor in the Chemistry department at Kirori Mal College, University of Delhi, India. He has been teaching undergraduates for the last fifteen years. He has authored about twenty research papers and two books.

It provides easy access to the core information in the field and makes a comprehensive approach to disseminate information in a clear and systematic manner. The book is presented and organized in a way to discourage students from rote learning. It covers all the topics in Organic Chemistry included in the syllabi of Indian universities for undergraduate courses. Special emphasis is given to the basic concepts viz. acids and bases, hybridization and resonance. Functional groups, which are extremely important for the understanding of Organic Chemistry, have been discussed along with the hydrocarbons and the organometallic compounds. Other important topics covered include sulfur compounds, oxidations and reductions. All the important topics are represented in a format which is ideal for learning and rapid revision.
Textbook of Pharmaceutical Chemistry

Mathew George

Prof. Mathew George completed M.Pharm. in Pharmacology from Kasturba Medical College, Manipal, India and Ph.D. in Pharmaceutical Sciences from Vinayaka Missions Research Foundation, Tamil Nadu, India. He is currently the Principal of the School of Pharmaceutical Sciences, Jaipur National University.

Lincy Joseph

Prof. Lincy Joseph has an M.Pharm. in Pharmaceutical Chemistry from Rajiv Gandhi University of Health Sciences, Karnataka, India and a Ph.D. in Pharmaceutical Sciences from Vinayaka Missions Research Foundation, Tamil Nadu, India. She is currently teaching at Jaipur National University.

Pharmaceutical chemistry has grown highly popular in the past decade. This book systematically brings together the huge amount of information available in this field for the benefit of students. The authors have taken great care to discuss every topic with clarity and simplicity. Topics have been selected keeping in mind the requirements of the students of undergraduate and postgraduate pharmacy courses at various universities. Textbook of Pharmaceutical Chemistry will help students grasp the subject easily and quickly with its lucid and methodical presentation of complicated chemical reactions and a good number of pharmaceutical applications in each category of reactions.
**Applied Physics**

Theory and Practicals

S. L. Kakani

Prof. Dr. S.L. Kakani, M.Sc. (Phys.), Ph.D., former Executive Director, Institute of Technology and Management, Bhilwara, is an internationally renowned physicist. Prof. Kakani served as Chairman, Board of Studies and Research Board, MDS University, Ajmer. He has received several prestigious national and international awards and honors for his academic contributions and achievements.

Shubhra Kakani

Dr. Shubhra Kakani, M.Sc. (Phys.), Ph.D., received her M.Sc. in Physics and Ph.D. from MDS University. She has co-authored more than nine books. Presently she is pursuing post doctoral research.

Written according to the curriculum of the AICTE and other boards of technical education of various states, this book is also useful for the students of class XI and XII, B.Tech. and students preparing for IIT-JEE, engineering, medical and other entrance examinations. A good number of typical problems are solved and provided in each chapter to illustrate and supplement the text besides summaries, review questions and problems. Contents: Units and Dimensions • Vectors • Force and Motion • Motion in Two Dimensions: Circular Motion and Projectile Motion • Work, Energy, Power and Energy Sources • Gravitation and Satellites • Elasticity • Fluids • Temperature and Its Measurement • Transfer or Transmission of Heat • Waves and Vibrations • Principles of Optics • Sound Waves • Acoustics • Ultrasonics • Electrostatics • Direct Current Electricity • Electromagnetic Induction • Alternating Current (A.C.) Circuits • Semiconductor Physics • Photoelectric Effect • Lasers • Optical Fibres • Superconductivity • Nuclear Physics • Pollution and Its Control

**Darwin of Stellar Astrophysics: Meghnad Saha**

Shyamal Bhadra

Shyamal Bhadra, Emeritus Scientist (CSIR), Indian Association for the Cultivation of Science (IACS), Kolkata, worked as a Chief Scientist at CSIR-CGCRI, where he was involved in research in photonics and nonlinear optics. He has published more than 150 research papers in SCI journals. He is the holder of seven national and international patents.

Rik Chattopadhyay

Rik Chattopadhyay works as Research Associate in Indian Association for the Cultivation of Science (IACS), Kolkata. After completing B.Sc. with honours in Physics from Calcutta University, he pursued B.Tech and M.Tech in Optics and Optoelectronics from the same university. He obtained his Ph.D. in Applied Optics and Photonics from Calcutta University.

Ajoy Ghatak

Ajoy Ghatak is currently Professor Meghnad Saha Fellow of The National Academy of Sciences, India. He completed his M.Sc. from Delhi University and Ph.D. from Cornell University. He retired from IIT Delhi (as Emeritus Professor) in 2006. He is recipient of the 2008 SPIE Educator Award, the 2003 Esther Hoffman Beller Award (instituted by The Optical Society of America) in recognition of his ‘outstanding contributions to optics education . . . ’; International Commission for Optics 1998 Galileo Galilei Award and also the CSIR 1979 S.S. Bhatnagar Award for ‘outstanding contributions in physical sciences’.

This book is a unique compilation of articles on Professor Saha written by his family members and also by eminent personalities; each article shows great contributions made by Professor Saha. Few important lectures delivered by Professor Saha are included to show his thoughts on restructuring scientific programmes and national planning for the betterment of society in pre-and post-colonial period. Apart from scientific works, correspondences with Subhas Chandra Bose during the formation of National Planning Committee mark interesting features of the book.

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**Prices are subject to change without prior notice**
Einstein and the Special Theory of Relativity, 2nd Edn

Ajoy Ghatak

Ajoy Ghatak is currently Professor Meghnad Saha Fellow of The National Academy of Sciences, India. He completed his M.Sc. from Delhi University and Ph.D. from Cornell University. He retired from IIT Delhi (as Emeritus Professor) in 2006. He is recipient of the 2008 SPIE Educator Award; the 2003 Esther Hoffman Beller Award (instituted by The Optical Society of America) in recognition of his ‘outstanding contributions to optics education . . . ’; International Commission for Optics 1998 Galileo Galilei Award and also the CSIR 1979 S.S. Bhatnagar Award for ‘outstanding contributions in physical sciences’.

Since Einstein is considered as one of the supreme intellects of all time, Chapter 1 gives his brief life sketch. The chapters explain (in an easy-to-understand manner) the basic physics and the fascinating consequences of the Special Theory of Relativity.

Contents: Summary of Results  •  Albert Einstein: A Brief Life Sketch and His Numerous Contribution  •  Time Dilation and Length Contraction: Introduction  •  Speed of Light for a Moving Source  •  Time Dilation  •  The Mu-Meson Experiment  •  The Length Contraction  •  Understanding the Mu-Meson Experiment via Length Contraction  •  Length Contraction of a Moving Train  •  Simultaneity of Two Events  •  The Twin Paradox  •  The Michelson Morley Experiment  •  Brief Historical Remarks  •  Problems  •  Reference  •  The Mass-Energy Relation: Introduction  •  The Mass-Energy Relation  •  The Doppler Shift  •  Problems  •  References  •  Lorentz Transformations: Introduction  •  The Lorentz Transformations  •  Transformation Laws for the Components of the Momentum Vector  •  Addition of Velocities  •  Problems

Einstein’s Year of Miracles: $e = mc^2$
The Light Quantum & Special Theory of Relativity

Ajoy Ghatak

Ajoy Ghatak is currently Professor Meghnad Saha Fellow of NASI (The National Academy of Sciences, India). He received his BSc from Agra College, M.Sc from Delhi University and PhD from Cornell University. After a short tenure as a Research Associate at Brookhaven National Laboratory, he joined IIT Delhi in 1966. Professor Ghatak has research interests in Fiber Optics & Quantum Mechanics. He has authored several books. He is recipient of the 2008 SPIE Educator, the 2003 Esther Hoffman Beller award; International Commission for Optics 1998 Galileo Galilei award and also the CSIR 1979 S.S. Bhatnagar award.

Special Theory of Relativity and Quantum Theory are considered as the two major revolutions of the 20th century. Roger Penrose wrote “Albert Einstein had such extraordinary deep perceptions of the workings of Nature that he laid foundation stones for both of these twentieth century revolutions in the single year of 1905”. The year 1905 was Einstein’s Annum Mirabilis (Year of Miracles) when he was working, in almost total isolation, in the Swiss Patent Office. In this book the basic physics and consequences of his revolutionary contributions is given.
Due to numerous applications of optics, the United Nations General Assembly has proclaimed 2015 as the International Year of Light and Light-based Technologies (IYL 2015). There were yearlong festivals associated with the International Year of Light. This book (written primarily to enthuse young students to study more about light) is a part of the celebration of the International Year of Light. This book presents experiments related to light: Refraction of Light, Total Internal Reflection & the Optical Fiber • Focusing of Laser Beams • Dispersion and Rainbow • What is a Wave? • Interference of Light • Diffraction of Light • Electromagnetic Waves • Polarization of Light • Einstein’s Light Quantum: The Photon • Line Spectrum & Doppler Effect • E = mc² • Rayleigh & Raman Scattering • Fiber Amplifiers & Fiber Lasers • Photon Momentum & Wave Particle Duality • EPR Paradox & Bell’s Inequality: A Simple Analysis

Fiber Optics through Experiments, 3rd Edn

M. R. Shenoy
M. R. Shenoy joined the faculty of IIT Delhi 1988, where he is currently Professor of Physics. He was a recipient of the BOYSCAST fellowship of DST to carry out research on integrated Optics at University of Nice in France.

Sunil K. Khijwania
Sunil K. Khijwania received his PhD from IIT Delhi. He was a recipient of Monbusho Fellowship and visited University of Tokyo, Japan, during 2000-2002.

Ajoy Ghatak
Ajoy Ghatak has recently retired as Professor of Physics from IIT Delhi.

Bishnu P. Pal
Bishnu P. Pal joined the academic staff of IIT Delhi in late 1977 as a specialist on Fiber Optics, where he is Professor of Physics since 1990.

This book describes in detail a large number of experiments to characterize an optical fiber, which should help in elucidating its underlying physics for applications in telecommunications and sensor systems. The first edition of the book was well received by students and the academic community. This extensively revised edition would be of greater benefit to students and faculty associated with a laboratory course on fiber optics.

Guided Wave Optics

Anurag Sharma
Anurag Sharma did his postgraduate education at IIT Delhi getting the Ph.D. degree in 1979. In 1978 he joined the Department of Physics, IIT Delhi, where he is currently a Professor of Physics. In connection with his research, he has visited many countries including Germany, France, Italy, UK and Brazil.

Guided wave optics forms the basic science underlying the field of optical fibre communication and integrated optics. This volume contains articles by authors who have been active in some of these areas for over two decades. It covers three broad areas: physics of guidance in optical waveguides, guided wave optical components, and tools of analysis of such waveguides and components. The volume also includes analytical and numerical tools to analyse fiber and integrated optical waveguides.
**Heat and Mass Transfer**

Shyam K. Agrawal

Dr. Shyam K. Agrawal obtained his M.Sc. (Eng) from Queen’s University, Canada and Ph.D. from Clarkson University, N.Y., U.S.A. He had more than 40 years of teaching and research experience in the field of Fluid and Thermal Sciences at home and abroad. He was a Fellow and Chartered Engineer for the Institution of Engineers (India).

Heat and Mass Transfer is a compulsory subject for Mechanical, Chemical, Production, Aeronautical and Metallurgical engineering students. Therefore, the course content has been designed to meet the requirements of all these disciplines and the book should prove to be an ideal text for undergraduate students. The salient features are: The physical concepts have been presented as answers to frequently asked review questions in simple, systematic and lucid manner

- 295 worked out examples illustrate the physical concepts and their applications
- About 220 Multiple Choice Questions with answers
- More than 150 numericals with answers for practice
- Aerodynamic heating, frost bites, heat pipes, and mass transfer problems discussed in detail

**Lectures on Quantum Mechanics**

Fundamentals and Applications

Anirban Pathak

Dr. Anirban Pathak is a theoretical physicist. He did his Ph.D. from Visva Bharati, Santiniketan, India. Subsequently, he was a post-doctoral fellow at Freie University, Berlin. He is Professor of Physics, Jaypee Institute of Information Technology (JIIT), Noida, India. He is also a recipient of the 2017 Shri O.P. Bhasin Award in the field of Electronics and Information Technology.

The book provides an exposure to modern applications of quantum mechanics ranging from the use of squeezed states in the detection of gravitational waves (in the famous LIGO experiment) to quantum computers placed in the cloud. It provides a clear prescription for performing quantum-mechanical experiments in the classroom by using a cloud-based quantum computer. Historical development of quantum mechanics is provided along with the conceptually clearer mathematical and physical description of the textbook type standard problems of quantum mechanics.

Contents: Introduction to Quantum Theory (Ajoy Ghatak) • Quantum Nature of Light and the Photon (K. Thyagarajan) • Experimental Quantum Mechanics in the Classroom: Testing Basic Ideas of Quantum Mechanics and Quantum Computing using IBM Quantum Computer (Anirban Pathak) • Three Faces of the Aharonov-Bohm Phase: An Elementary Exposition (Patrick Das Gupta) • The Development of the Formalism of Quantum Mechanics (Kamal Datta)
VIVA BOOKS

Light and Its Many Wonders

Ajoy Ghatak
Anirban Pathak
V. P. Sharma

V.P. Sharma was the Founder Director, National Institute of Malaria Research New Delhi. He had published more than 400 scientific papers and had edited many books.

The National Academy of Sciences, India is committed to bringing scientific developments to the benefit of the society at large. As a part of the celebration of International Year of the Light, 2015, the Academy entrusted the editors to bring out this book in which various aspects of light and light-based technologies are lucidly described by experts with the aim to enthuse young students, teachers and the general public to get interested in studying more about light and be aware of its phenomenal applications. Contents: Introduction • A Leading Light: JC Bose and Table-Top Experimental Science • Light as the Basis of Life • What Light Tells Us about the Universe • Sunlight and Human Health • Light Therapeutics and Indoor Light Environment • Light Experiments to Understand Light • Simple Interesting Experiments with Photons • Nonlinear Optics: The Good, the Bad and the Esoteric • Light and Sight • Light and Vision • Light and Plant Life • Optical Telescope • The Sun: Secrets Revealed • Lasers and Their Applications • The Optical Fiber • Trapping of Rainbow in Photonic Crystals and Photonic Crystal Fibers • Fiber Optic Sensors • Optical Communication: Flaming Torch to Quantum Communication with Single Photons • High Speed Communication Using Light • Spectroscopy: The Drama of Light and Matter • Applications of Raman Spectroscopy for Public Health • X-Rays Enlighten Life • Nuclear Magnetic Resonance (NMR) and Magnetic Resonance Imaging (MRI) • 2-D and 3-D Images: A Simple Narrative • Holography and Its Applications • Laser Speckles: Fundamental Properties and Some Applications • Light and Light Based Technologies for a Bright and Sustainable Future

Mechanics, 3rd Edn

S. L. Kakani

Prof. Dr. S.L. Kakani, M.Sc. (Phys.), Ph.D., former Executive Director, Institute of Technology and Management, Bhilwara, is an internationally renowned physicist. Prof. Kakani served as Chairman, Board of Studies and Research Board, MDS University, Ajmer. He has received several prestigious national and international awards and honors for his academic contributions and achievements.

Shubhra Kakani

Dr. Mrs. Shubhra Kakani, M.Sc. (Phys.), Ph.D., received her M.Sc. in Physics and Ph.D. from MDS University, Ajmer. Presently, she is pursuing post-doctoral research.

C. Hemrajani

Dr. C. Hemrajani, Head (Retd.), Physics Department, MLV Government PG College, Bhilwara, and is a Ph.D. from MDS University, Ajmer, India. He has put in thirty-six years of service teaching Physics right from UG to PG.

This is a textbook for B.Sc. (General and Hons.) and B.Tech. Problem solving skills are central to this text. A large number of short answer questions, objective type questions are given to meet the requirements for various entrance, UGC-CSIR, NET-SLET, IIT-JEE, UPSC examinations.
Modern Physics, 2nd Edn
S. L. Kakani
Shubhra Kakani

*Prices are subject to change without prior notice*
Physics for Science and Engineering

Pramod V. Naik

Pramod V. Naik obtained his M.Sc. and Ph.D. in Physics from University of Bombay and is a faculty of Veermata Jijabai Technological Institute (V.J.T.I.), in Mumbai, India. His research areas are nonlinear physics; and history and philosophy of science.

The book is divided into 20 chapters, comprising crystal structure, acoustics, thermodynamics, thermal, electric, dielectric and magnetic properties of materials, optics (interference, diffraction and polarization), semiconductors, motion of a charged particle, nuclear radiations and detectors, modern physics (quantum theory, X-rays and quantum mechanics), laser, optical fibre, superconductivity and nanoscience and nanotechnology. The subject matter is presented in a pedagogically sound manner. It provides a solid understanding of the fundamental concepts and the focus is on problem-solving skills.

Problems and Solutions in Electromagnetics

Ajoy Ghatak

Ajoy Ghatak is currently Professor Meghnad Saha Fellow of The National Academy of Sciences, India. He completed his M.Sc. from Delhi University & Ph.D. from Cornell University. He retired from IIT Delhi (as Emeritus Professor) in 2006. He is recipient of the 2008 SPIE Educator Award; the 2003 Esther Hoffman Beller Award, International Commission for Optics 1998 Galileo Galilei Award and also the CSIR 1979 S.S. Bhatnagar Award.

K. Thyagarajan

K. Thyagarajan was Head of Department, Physics at IIT Delhi, India. He was the co-recipient of the “Fiber Optic Person of the Year 1997” award by Lucent Technologies- Finolex and Voice & Data.

R. K. Varshney

R. K. Varshney received Ph.D. degree from the Indian Institute of Technology Delhi, where he is currently Professor in Physics Department.

This book is a collection of problems in electromagnetics (at the UG level) that covers the basic as well as some applied areas. Apart from the fundamental areas like electrostatics, magnetostatics, wave propagation, reflection & refraction etc., it also covers problems in magnetic circuits, metallic waveguides & dielectric waveguides.

Statistical Mechanics

S. L. Kakani

Prof. Dr. S.L. Kakani, M.Sc. (Phys.), Ph.D., former Executive Director, Institute of Technology and Management, Bhiwara, is an internationally renowned physicist. Prof. Kakani served as Chairman, Board of Studies and Research Board, MDS University, Ajmer. He has received several prestigious national and international awards and honors for his academic contributions and achievements.

C. Hemrajani

Dr. C. Hemrajani, Head (Retd.), Physics Department, MLV Government PG College, Bhiwara, India. A Ph.D. from MDS University, Ajmer, India, he is the co-author of several UG and PG textbooks.

This comprehensive text written for M.Sc. (Physics, Chemistry), B.Sc. (Hons) and M.Phil (Physics) students aims at presenting the fundamentals of statistical mechanics in a clear and concise manner. Key Features: Comprehensive and lucid presentation on the fundamentals of statistical mechanics • Good number of worked-out problems and glimpses are given at the end of each chapter, which helps in reviewing the entire chapter in a short time • Review questions, short question answers, multiple choice questions with answers make the book quite useful for UGC-CSIR: NET/SET, GATE and other entrance examinations.
The Story of Astronomy in India

Chander Mohan

Prof. Chander Mohan obtained his B.A. (Hons.) and M.A. in mathematics from Panjab University and Ph.D. from Roorkee University (now IIT Roorkee). He worked at Roorkee University, Amity School of Computer Science, Noida, IILM College of Engineering and Technology, Greater Noida. Presently, he is working as Professor at the department of computer science and engineering in Ambala College of Engineering and Applied Research, Devasthal, Ambala, Haryana.

This book familiarises the reader with the evolution and growth of astronomy in the Indian subcontinent over the ages. Apart from this, the reader will find an account of the interaction of Indian astronomy with its counterparts in different parts of the world. The present status of our knowledge of astronomy and cosmology is discussed, too. The appendix introduces the basic essentials of panchang, horoscope and astrology.

Advanced Engineering Mathematics

H. S. Govinda Rao

Dr. H. S. Govinda Rao holds a Ph.D. degree in applied mathematics. He has been teaching mathematics to undergraduate and postgraduate students for years besides guiding candidates for M.Phil. and Ph.D. degrees. He also served as Professor and Head of Department of Mathematics & Research Centre in computational mathematics, Dr. Ambedkar Institute of Technology, Bangalore, India.

The book has been designed to provide engineers with quick-access mathematical formulas for their specialities. It contains advanced topics such as Laplace transform and numerical methods. The book covers the foundation of Modern Mathematics which is being used by almost all the branches of engineering. More than 400 solved problems on all topics of the contents (employing different techniques in the solution) have been given.

Fascinating World of Mathematics

Find Charm and Beauty in Mathematics

Mathematics Based Diversions and Recreations

Chander Mohan

Prof. Chander Mohan, M.A. in Mathematics from Chandigarh, India, obtained his Ph.D. in Mathematics from University of Roorkee, India in 1967. Currently, he is Professor Emeritus, Department of Computer Science, Ambala College of Engineering and Applied Research, Ambala, Haryana, India. He is also the recipient of Khosla Research Award in 1990 and Millennium Award of Honour of the American Biographical Institute. He is listed in the Who’s Who publications.

This book is about mathematics and not a book on mathematics. The book will be of interest to those who have knowledge of school level mathematics and want to be aware of its fascinating and charming aspects which they might not have been exposed to, or might have missed in school days. The book has been divided into two parts. The first part is titled ‘Charm and beauty in mathematics’. In this part an effort has been made to highlight charming, exciting and fascinating aspects of school level mathematics and its applications. The second part of the book is titled ‘Mathematical diversions and recreations’. It introduces the reader to a variety of games and puzzles based on mathematics.
Higher Engineering Mathematics

H. S. Govinda Rao

Dr. H. S. Govinda Rao holds a Ph.D. degree in applied mathematics. He has been teaching mathematics to undergraduate and postgraduate students for more than 16 years besides guiding candidates for M. Phil. and Ph.D. degrees. He also served as Professor and Head of Department of Mathematics & Research Centre in computational mathematics, Dr. Ambedkar Institute of Technology, Bangalore, India.

Higher Engineering Mathematics is primarily intended to meet the requirements of undergraduate and postgraduate students of engineering courses of all disciplines, core and elective subjects at various Indian Universities. The book contains numerous challenging problems with solutions, which were posed by students during extensive teaching of the subject by the author at various levels.

Contents: Ordinary Differential Difference Equations • Integral Transforms • Partial Differential Equations • Discrete Fourier Transforms • Orthogonal Set of Functions

An Introduction to Fuzzy Set Theory and Fuzzy Logic, 2nd Edn

Chander Mohan

Prof. Chander Mohan, M.A. in Mathematics from Punjab University, Chandigarh, India, obtained his Ph.D. in Mathematics from University of Roorkee, India in 1967. Currently, he is Professor, Department of Computer Science, Ambala College of Engineering and Applied Research, Ambala, Haryana, India. He is also the recipient of Khosla Research Award in 1990 and Millennium Award of Honour of the American Biographical Institute. He is listed in the Who’s Who publications.

This book presents the basic rudiments of fuzzy set theory and fuzzy logic and their applications in a simple easy to understand manner. Written with a general type of reader in mind, the book avoids the extremes of abstract mathematical proofs as well as specialised technical details of different areas of application. The book is intended to motivate the readers in getting a clear grasp of the basic concepts of the subject and its possible applications. A special feature of the book is that the exercises at the end of each chapter are preceded by a set of short answer review type questions. These are intended to help the reader in developing confidence that he/she has correctly grasped the concepts introduced in the chapter. Undergraduate, graduate and postgraduate students of mathematics, engineering and other disciplines of science, arts and medicine will find this book of a real help in understanding the book concepts of fuzzy set theory and fuzzy logic and their possible applications.

Contents: Introduction • Fuzzy Sets • Operations on Fuzzy Sets • Fuzzy Numbers • Fuzzy Relations and Fuzzy Graphs • Fuzzy Functions and Calculus of Fuzzy Functions • Measures of Vagueness and Uncertainty • Evidence Theory, Possibility Theory and Probability Theory • Linguistic Variables, Fuzzy Rules and Fuzzy Propositions • Fuzzy Logic and Approximate Reasoning • Decision Making in a Fuzzy Environment • Construction of Fuzzy Sets and Defuzzification • Fuzzy Rules Based Models and Fuzzy Systems • Engineering and Other Applications • Intuitionistic Fuzzy Sets, Rough Sets, Vague Sets and Soft Sets

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**Handbook of Security, Cryptography and Digital Signature**

**S. M. Bhaskar**

Dr. Surinder Mohan Bhaskar is a Scientist working for the Ministry of Communications and Information Technology, Govt. of India. He is member of PRSG and various committees. He has a Ph.D. (Computer Science, Security & Evidence) from JMI University, an M.Tech. degree from IIT Delhi and an MBA degree. He has done a course on Cyber Laws from Indian Law Institute, New Delhi. He is member of the Computer Society of India and Indian Science Congress. His research interest is in cryptography including mobile cryptography, key management, PKI, cyber laws, cyber forensics.

**P. Ramachandran**

P. Ramachandran holds an MCA degree and also has MCSD certification. He has research papers in cryptography and public key infrastructure including key management and PKI interoperability issues. P. Ramachandran is currently a scientist working for Ministry of Communication and Information Technology, Government of India.

This book details the measures to be taken to protect computer systems and networks from external and internal threats. Public Key Infrastructure is the only mechanism which can provide security with authentication, integrity, encryption and non-repudiation in a single suite. The IT Act of 2000 gave emphasis on digital signature and made it valid in the court of law. *Handbook of Security, Cryptography and Digital Signature* illustrates the basic technology, standards, framework and law behind digital certificates and digital signatures. The topics of the book include the basic components of digital certificates, the process of making digital signatures, the various types of signatures and their use.

"Essential inputs."
—The Hindu Business Line

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**Strategic Planning in Information Technology, 2nd Edn**

**Dinkar**

Dinkar worked for a number of years for Tata Steel, which enabled him to study in the US and specialise in Computer Science. This stint was followed by working with Administrative Staff College of India as a consultant and teacher. He also taught in the Asia Pacific Institute of Management and Bengal College of Engineering and Technology. He was also the Chief Information Officer with SVC Supertech.

Based on the success of the first edition of this book Dinkar has done further research on strategic planning in information technology and has concluded, on the basis of regression analysis and data envelopment analysis, that manpower recruited and trained well is a key asset for success of IT organisations. Opinions of thinkers in this field have been considered and commented upon. In addition, data from firms - both in India and the US - have been considered and analysed to prove the importance of manpower in profitability. For this, advanced statistical analysis have been utilised.

Contents: Introduction to Strategy, Strategic Planning and Information Technology
- Concepts of Strategic Planning
- Strategic Planning in Information Technology
- The Value Chain in Information Technology
- Technological Issues: Recent Developments
- Technological Issues: Communications
- Technological Issues: Networking
- The Internet
- Operating Systems and Databases
- Enterprise Resource Planning
- The Strategic Value of Manpower
- Conclusion
Application of Soft Computing Techniques in Civil Engineering

S. M. Yadav

S. M. Yadav is presently working as Professor and Head of Civil Engineering Department, Sardar Vallabhbhai National Institute of Technology, Surat, Gujarat, India. He graduated in the year 1987 from B.V.M. Engineering College Vallabhbh Vidyanagar. He joined S.V. Regional College of Engineering and Technology (SVRECET), Surat in the year 1989. He did his master's in Water Resources Engineering from S.V.R College of Engineering and Technology in the year 1991. He did his Ph.D. (Civil) from Sardar Vallabhbhai National Institute of Technology (SVNIT), Surat. He has a teaching experience of 28 years.

This is a reference book which explains the different methods of soft computing used in civil engineering in the Indian context. Six different soft computing techniques application to Civil Engineering problem has been discussed. The application of the analytical hierarchy method has been demonstrated through solid waste management and project indexing problem. The fuzzy rule based technique is discussed with its application to condition assessment of water mains and reservoir operation. Application of Artificial Neural Network (ANN) is discussed through analyzing ground water quality index and in transportation engineering. Genetic algorithm and its application on water distribution network have been discussed. The cellular automata application in the Civil Engineering is included in this book. Lastly, application of linear programming for optimization of cropping pattern is included.

Basic Manufacturing Processes

Theory and Practice

R. C. S. Mehta

R. C. S. Mehta holds (Mech. Engg), M. Tech. (Design & Production) and B. Tech (Mech. Engg) degrees. He has a total of 43 years of experience. He served at College of Technology GB Pant University of Agriculture & Technology, Pantnagar for 10 years as Prof & Head, Department of Production Engineering and about 22 years as an Associate and Assistant Professor. He has also served as the Principal of Bipin Tripathi Kumaon Institute of Technology, Dwarahat, Uttarakhand. He served Apex Institute of Technology, Rampur, UP as the Director for 4 years.

N. S. Gaira

N. S. Gaira is an Assistant Professor at Graphic Hill University, Bhimtal Campus, Nainital. He holds B. Tech. degree from GB Pant University of Agriculture & Technology, Pantnagar and M. Tech. from MD University Rohtak, Haryana. He has 9 years of teaching and around 2.5 years of industrial experience. He has also taught in Galgotias College of Technology, Greater Noida and GL Bajaj Institute of Technology, Greater Noida, UP, India.

Basic Manufacturing Processes course is the core course common to all the branches of engineering. It is taught at the first year level in one semester of degree and diploma courses of all the Indian Universities/Boards imparting technical education. The book covers the theoretical and practical aspects of the course in a simple and concise manner. The theory of the basic manufacturing processes and their underlying principles have been dealt with in a brief but easy way. The common tools and equipment used in various shops of a general purpose workshop have also been discussed. Necessary diagrams have been given to help students understand the concepts better. The book fully covers the syllabus of the first year level course of ‘Workshop Practice/Manufacturing Processes’ prescribed for the degree and diploma students of engineering. The salient features of the book are presentation of contents in a lucid manner, more than 270 figures to support theory and practice, objectives at the start of each chapter, practice jobs, summary to quickly revise the individual chapters and short answer/viva-voce Questions.
**Composite Materials and Structural Analysis**

**N. G. R. Iyengar**

Dr. N. G. R. Iyengar completed his Master’s of Engineering from the Indian Institute of Science, Bangalore in 1965 and obtained his Ph.D. from IIT Kanpur in 1971. He was working as a faculty at IIT Kanpur since 1977 and superannuated as a Professor at the Department of Aerospace Engineering in 2007.

This book deals with different types of composite materials, failure of laminates, characterization of composites, analysis of laminates under static and dynamic loads, higher order theories for laminates, and optimization of composite laminates. It discusses the need for composite materials, various kinds of fiber and matrix materials, their characteristics, failure of the lamina under axial and transverse loads, the behavior of the laminate; followed by optimization and manufacturing of composites.

**Contents:**
- Why Composites and What They Are
- Fibers and Matrix Materials
- Lamina Constitutive Equations
- Analysis of Continuous Fiber Lamina for Strength and Stiffness
- Strength of Fiber Reinforced Composite Lamina
- Laminate Analysis
- Analysis for Strength of the Laminate
- Analysis of Composite Beams
- Analysis of Composite Laminates
- Short Fiber Composites
- Manufacturing Techniques for Composites
- Experimental Evaluation of Composite Properties

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**Comprehensive HVAC System Design**

**A Handbook on Practical Approach to Air Conditioning, Heating and Ventilation Systems**

**N. C. Gupta**

N. C. Gupta is a renowned Consultant in the field of Heating, Ventilation, Air Conditioning and Refrigeration (HVAC&R) and is well-known both in India and abroad. He graduated in Mechanical Engineering from Oklahoma State University, Oklahoma, USA and then worked in Blue Star Ltd., a leading HVAC Company, for over a decade, before becoming an independent Consultant in 1972. He has over 50 years of experience in designing HVAC systems of all possible types.

The estimation of requirements for air conditioning, heating, and ventilation is a relatively simple task. In contrast, the decision regarding appropriate equipment capacity and suitable system design is a complex process. This is so because calculations normally account for the worst peak load conditions, when in reality the system has to operate at loads varying between 50 and 90% most of the time.

Part I gives some basic data on refrigerants, refrigerant cycle, psychrometrics of air behaviour and interlinks with civil structure of any building’s interior design, as well as information useful for architects to incorporate HVAC in a building, etc. Part II provides valuable information on various HVAC equipment and systems, on the interlinking topics of electrical equipment and building management system (BMS), as well as on other aspects of building security such as fire detection, access control, CCTV, etc. Part III describes various building applications that can be used effectively in designing a proper system. The system so designed would be relevant to the particular application, such as offices, hotels, hospitals, large gathering places, institutes campuses, etc. It lists out specific inputs for effective design. Part IV contains detailed information via charts, tables, and graphs on relevant ambient temperature conditions, ventilation design, piping design, electrical design, and BMS.

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*Prices are subject to change without prior notice*
Computer-Aided Engineering Drawing  
7th Edn

Subrata Pal  
Prof. Subrata Pal is Professor Emeritus and Founder Director, School of Bioscience and Engineering, Jadavpur University, Kolkata, India.

Madhusudan Bhattacharyya  
Madhusudan Bhattacharya was Former Head and Professor, Department of Mechanical Engineering, Jadavpur University, Kolkata, India.

Engineering Drawing is an essential subject for all engineering curricula at both degree and diploma level. This book will prove helpful to the practising engineers as well. The enlarged seventh edition of Fundamentals of Engineering Drawing has been renamed as Computer-Aided Engineering Drawing. The fact that this book is now in its seventh edition explains its popularity and usefulness amongst the students of this field. This book explains the fundamentals and essentials of drawing in a concise and self-study format. This book includes essential fundamentals of Descriptive Geometry to promote imaginative power and develop better visualization of the orthographic projection amongst the beginners.

Electrical System Designing Made Simple

Rajiv Shankar  
Rajiv Shankar is an M.Tech. (Electrical) from IIT, Delhi, India. He has 23 years experience in installation, testing, commissioning and maintenance of electrical systems. He is AGM (Electrical), Krishak Bharati Cooperative Limited, Surat, India.

While designing an electrical substation, engineers face several questions: What is the load the substation has to cater for? What can be the future increases in the load? What are the voltages at which power will be received and fed? Will the load be industrial or domestic? How can one decide if the substation will be indoor-type, or located outdoors? Have the environmental factors been taken into account? What are the safety requirements for different types of substation?

Electrical System Designing Made Simple answers all these questions and comprehensively covers all the aspects of designing an electrical substation. The subjects include:

- General aspects of substation designing  
- Transformers  
- Power control centre  
- HT and LT cable  
- Bus-duct  
- Capacitor bank  
- Grounding  
- Battery  
- Diesel generating set

The Software: The user-friendly software can perform all the basic calculations required while designing a substation. It helps the user prepare the specifications which are to be attached with a tender document. The ‘Library’ feature lets the user store details of various electrical equipments from different manufacturers. Because there are in-built formulas, no calculation needs to be done on paper, and all the calculations can be printed.
Electronic Devices and Circuits
Free MCQs with Solution Booklet Available

S. L. Kakani
Prof. Dr. S. L. Kakani, M.Sc. (Phys.), Ph.D., former Executive Director, Institute of Technology and Management, Bhilwara, is an internationally renowned physicist. Prof. Kakani served as Chairman, Board of Studies and Research Board, MDS University, Ajmer. He has received several prestigious national and international awards and honors for his academic contributions and achievements.

K. C. Bhandari
K. C. Bhandari has retired as Associate Professor of Physics, M.L. Sukhadia University, Udaipur. He has handled the subject for 33 years to students of undergraduate and postgraduate sciences. He is author and co-author of a number of books.

This comprehensive text is developed for B.Tech B.Sc. (Hons. electronics), M.Sc. (electronics), Diploma, AMIE, etc. and provides a sound basis for understanding the subject. The primary objective of this text is to provide all the relevant topics on the subject in accordance with latest syllabi of various universities. The book is written in simple, lucid language along with all essential mathematical derivations and supported by typical solved numerical problems.

Energy Auditing in Electrical Utilities

Rajiv Shankar
Rajiv Shankar is an M.Tech (Electrical) from IIT, Delhi. He has 23 years experience in installation, testing, commissioning and maintenance of electrical systems. He is now AGM (Electrical), Krishak Bharati Cooperative Limited, Surat, India.

Energy Auditing in Electrical Utilities discusses: various aspects of the induction motor; the working principle of a transformer; construction details and specifications of cables; advantages of providing capacitor banks in electrical network; various energy-saving options in compressed air system; centrifugal pumps. The energy auditor must have thorough knowledge about the mechanical equipments, as well as be good at finance, project management and decision-making. This book comes handy for all these.

Engineering Physics

Sadasiva Biswal
Dr. Sadasiva Biswal, M.Sc., Ph.D. is retired principal and former Professor of Physics, Suddhananda Engineering & Research Centre, Bhubaneswar, India. He has 33 years of teaching experience and has produced 9 Ph.D.s, published 68 papers, written 20 books and penned more than 200 articles.

Manjusa Jena
Dr. Manjusa Jena, M.Sc. M.Ed, M.Phil, Ph.D teaches in College of Basic Science and Humanities,Orissa University of Agriculture and Technology, Bhubaneswar, India.

Contents: Simple Harmonic Motion • Damped Harmonic Motion • Forced Vibrations and Resonance • Coupled Oscillators • Wave Motion • Reflection and Transmission of Waves • Interference • Diffraction • Polarisation of Light • Production and Analysis of Polarised Light • Optical Rotation • Differentiation of Vectors • Electrostatics • Dielectrics • Ampere’s Law and Electromagnetic Induction • Maxwell’s Electromagnetic Field Equations and Electromagnetic Waves • Quantum Mechanics • Wave Nature of Particles (Matter Waves) • Heisenberg’s Uncertainty Principle • Basic Features of Quantum Mechanics • Applications of Quantum Mechanics • Solid State Physics • Lasers • Fibre Optics

*Prices are subject to change without prior notice
Food Engineering
Process and Technology

S. N. Mukhopadhyay

S. N. Mukhopadhyay completed his B.Sc. Honours in Chemistry from Calcutta University, B.Tech. and M.Tech. in Food Technology and Biochemical Engineering from Jadavpur University, and Ph.D. from IIT Delhi. He started his teaching career at Harcourt Butler Technological Institute (HBTI), Kanpur and later at IIT Delhi. He is a recipient of the Japan Society for the Promotion of Science (JSPS) Award and Fulbright Fellowship. He retired as Professor from IIT Delhi and is currently Adjunct Professor, Department of Biological Sciences, Birla Institute of Technology and Science, Pilani.

With the ever-increasing population need of the hour is to feed the citizenry by suitably processing and preserving the excess food so that spoilage is minimum. Thus, to keep pace with the accelerating need of food preservation, food technology is making incredible growth around the globe. The spotlight of the book *Food Engineering: Process and Technology* is on – treatment, quantification and design which provide scholars and students with the skills to identify the threats and protect against them. Key areas covered include: Systematic design of food processing

• Genetic Engineering in food plants  
• Educational Knowledge of food technology industry

Fundamentals of Geographic Information System

Debashis Chakraborty

Debashis Chakraborty is a Scientist in the Division of Agricultural Physics, Indian Agricultural Research Institute (IARI), New Delhi, India.

Rabi N. Sahoo

Rabi N. Sahoo is working as a Scientist in the Division of Agricultural Physics, Indian Agricultural Research Institute (IARI), New Delhi, India.

The book is intended to be a basic-level textbook for the beginners and a reference book for GIS practitioners who use this system for their professional work. The book provides a step-by-step appreciation of Geographical Information Sciences as a discipline and the Geographical Information System as a tool to understand the real world for everyone who strives to change the world in a better and more meaningful way.

Gas Turbine Propulsion

D. P. Mishra

Dr. D. P. Mishra is a faculty member in the Department of Aerospace Engineering at Indian Institute of Technology (IIT), Kanpur, India. He has over 15 years of teaching and research experience. He has established a combustion laboratory at IIT Kanpur and served as Visiting Professor (2002) at Tokyo-Denki University, Japan.

This textbook is designed for undergraduate and postgraduate engineering students interested in learning the fundamental aspects of aircraft propulsion. The basic theory of the gas turbine engine based on the principle of thermodynamics and aerodynamics is covered extensively, as most of the recent commercial and military aircraft are being powered by the gas turbine engines. Emphasis is placed on precise and logical presentation of the basic concepts and principles, which are essential for a better understanding of aircraft propulsion.
Materials Science and Engineering

G. S. Upadhyaya

Prof. G. S. Upadhyaya is an internationally renowned materials engineer and has a teaching and research experience of more than four decades in India and abroad. He has guided several engineering students and at present is busy as materials consultant. He has received numerous national and international awards.

Anish Upadhyaya

Dr. Anish Upadhyaya is a Professor in Materials and Metallurgical Engineering Department at IIT Kanpur, India. He did his B.Tech. in Metallurgical Engineering from the Institute of Technology, BHU and Masters and Ph.D. from the Pennsylvania State University.

First of its kind, this book describes structure-property-processing-performance relationships in varied classes of materials: metals, ceramics, polymers and composites. Some additional features of the book are: Serves as textbook for engineering students and also as a handbook for practising engineering
• More quantitative and design-oriented treatment • Well-illustrated with worked examples dealing with engineering aspects of materials • Abundant questions and problems at the end of each chapter • All chapters interwoven in a style so that students from various engineering disciplines achieve real appreciation for materials • Numerous case studies of different levels

Principles of Bioreactor Design

Binoy Ranjan Maiti


All chemical and biochemical processes require a reaction vessel, a reactor, along with other downstream processing equipment. The reactor is recognized as the heart of any reaction process – its efficiency determines the economic feasibility of the process. Designing an efficient reactor requires the knowledge of appropriate kinetics, favourable hydrodynamic conditions and suitable mass and heat transfer.

The book deals with some basic aspects of reactor design for both chemical and biochemical systems. The first three chapters introduce the kinetics of chemical reaction engineering, the mechanistic model of catalytic gas-solid reactions and the residence time distribution for non-ideal reactors. These concepts are extended to biochemical reactor design. Characteristic features of enzyme kinetics both in free and immobilized state and microbial rate processes are covered in successive chapters. Advanced topics such as reactor dynamics, transport phenomena and membrane bioreactors have been incorporated wherever appropriate. The theoretical explanation is supported by solved and unsolved numerical problems.
Principles of Physical Metallurgy, 2nd Edn

Abhijit Mallick

Abhijit Mallick is an Associate Professor in the Department of Chemistry of Mallabhum Institute of Technology, affiliated to West Bengal University of Technology, India. He completed his B.Sc. Honours from Ramkrishna Mission Vivekananda Centenary College, and obtained postgraduate degree from Calcutta University. He earned his Ph.D. from IIT Kharagpur, India.

This book is specially designed for the mechanical and production streams of B.E./B. Tech students. It is also a handy reference textbook for those interested in metallurgy. This book focuses on the fundamentals of physical metallurgy including crystal structure and imperfections, phase equilibria, phase transformations and heat treatment. Failure and corrosion properties of materials have been discussed in detail. A detailed discussion of magnetism, conductors and semiconductors is the asset of this book. The book also highlights the optical properties, diffusion, chemical bonding, non-conventional energy resources, ceramics and composites. Appendix I contains a collection of reference tables. Multiple-choice questions, short-answer-type questions, long-answer-type questions and numerical problems are provided in Appendix II of this book as exercise for students.

Contents: Solid State Chemistry • Crystal Defects or Imperfections • Chemical Bonding • Diffusion • Magnetism • Superconductors • Conductors • Semiconductors • Dielectrics • Phase Equilibrium • Phase Transformations • Heat Treatment • Alloys • Surface Treatment • Powder Metallurgy • Recrystallization • Solidification • Fracture and Creep • Corrosion • Optical Properties • Non-Conventional Resources • Composites and Ceramics

Remote Sensing
Principles and Applications

Dr. B. C. Panda

Dr. B. C. Panda, former Head and Professor, Division of Agricultural Physics, Indian Agricultural Research Institute, New Delhi, basically a Physicist, started his professional career in 1963 as a Member of the Faculty of Physics in the National Institute of Technology, Rourkela before joining Indian Agricultural Research Institute in 1970. Here, keeping post-graduate teaching close to his heart, Prof Panda carried out research work in diverse fields such as Agricultural Remote Sensing, Plant Biophysics and Extension Agrometeorology. He initiated and nurtured the ISRO/ DOS-sponsored Winter School in Remote Sensing at Indian Agricultural Research Institute to train Agricultural Scientists of this country in the Applications of Remote Sensing in Agriculture.

This book, designed to serve as a textbook for graduate and post-graduate students, presents a systematic and convincing exposition of the science and technology of Remote Sensing at a cultural level so that it is understood by the young and adult learners alike. It is meticulously planned to offer conceptual clarity and understanding to the readers on the high-tech subjects of Remote Sensing, GIS and GPS. Every chapter of this book is appended by Suggestions for Supplementary Reading in which large number of reference materials - books and research papers, are meticulously chosen and presented for developing continued interest and creative imagination in such candidates who can embark upon innovative work in their respective fields of specialization using the powerful Remote Sensing and GIS techniques.

"The lucid manner in which Dr. Panda has explained the nuances of the advances in the field is to be greatly appreciated."

—Dr. V. Jayaraman Director, Earth Observations System, ISRO, Bangalore
Textbook of Biomechanics

Subrata Pal

Prof. Subrata Pal is Professor Emeritus and Founder Director, School of Bioscience and Engineering, Jadavpur University, Kolkata. He completed his BME (Mechanical Engineering), MME (Production Engineering and Ph.D. (Engineering) from Jadavpur University, India. He did his post-doctoral work in biomedical engineering from Louisiana State University, USA. He is a visiting faculty and exchange scientist to various universities in the USA and Europe. He has delivered lectures at many international conferences and is the Editor-in-Chief of Indian Journal of Biomechanics.

This textbook is meant for students of multiple disciplines like biomedical engineering, physical education and rehabilitation engineering. It encapsulates the author’s 13 years of experience in teaching the subject to students of interdisciplinary studies of biomedical engineering. The book includes the basic mechanics of statics and dynamics to help students of other disciplines who join biomedical engineering at the postgraduate level. What makes the book truly interdisciplinary is the substantial information related to biology, for example, hard and soft tissue characteristics and their replacement materials. Basics of fluid mechanics and their application in cardiovascular and respiratory systems are explained without using medical jargon to make them comprehensible to engineering students.

This book is written to make the subject interesting and therefore avoids excessive use of high-level mathematics. The varied and extensive examples and exercises illustrate the principles clearly. Textbook of Biomechanics will be suitable for first-time learners both at the undergraduate and postgraduate level.

Thermo-Mechanical Simulation and Processing of Steels, SimPro 16

Steel Authority of India Limited, R & D Centre for Iron & Steel Ranchi

Thermo-mechanical simulation is a very effective tool to understand the combined effect of heat and deformation on resulting microstructure and properties of steel and other material. Leading experts worldwide engaged in this important area of research have generated a plethora of valuable information. This compendium showcases some of the recent advancements made in this vibrant field of materials’ research.

Wide ranging themes covered in this compendium include inter alia recrystallization, precipitation and grain growth; simulation of hot deformation processes; Niobium microalloyed steels; thermo-mechanical controlled processing; hot deformation behaviour of stainless steels; mathematical modelling of metallurgical processes; process optimization and quality improvement; structure-property correlation; emerging steel products; welding process and simulation; and materials processing and characterization. The wealth of information contained in this book will definitely help in steering the future course of research in this highly exciting field, leading to new material development, process optimisation and quality and yield improvement.
Access & Equity
Challenges for Open and Distance Learning

H. P. Dikshit
Prof. H. P. Dikshit was Vice Chancellor of IGNOU and President of the Indian Mathematical Society in 1993. He was ex-acting Chairman, All India Council for Technical Education, New Delhi.

Suresh Garg
Suresh Garg is currently Vice Chancellor of Usha Martin University. He has been Professor of Physics at Indira Gandhi National Open University, New Delhi since 1993. From 1996 to 1998, he served as Commonwealth Expert on Distance Science Teaching at the University of the South Pacific, Fiji Islands. Thereafter, he was entrusted with several administrative responsibilities in IGNOU. In the period 1999-2002, he was appointed as Director, School of Sciences of the University and in the period 2003-2005, he served as Pro-Vice Chancellor and Acting Vice Chancellor of IGNOU.

Santosh Panda
Prof Santosh Panda, M.Phil. and Ph.D. (Education), Certificate in ETV (BBC, UK), is a professor of Distance Education, Staff Training & Research Institute of Distance Education (STRIDE) at the Indira Gandhi National Open University (IGNOU).

Vijayshri
Dr. Vijayshri is Professor in Physics at IGNOU since 2003.

The emergence of the system of open and distance education is an inevitable and phenomenal evolution in the history of education developments internationally. Access & Equity: Challenges for Open and Distance Learning crystallizes the emerging concerns of the open and distance learning institutions the world over.

Classroom Tasks in English
A Resource Book for Multilingual Teaching

Anand Mahanand
Anand Mahanand is Professor and Head, Department of Materials Development, English and Foreign Languages University (EFLU), Hyderabad. He is interested in literature and language teaching.

Amit Kumar
Amit Kumar is an Assistant Professor of English at Gandhi Institute of Technology and Management (GITAM) (deemed-to-be-university), Hyderabad. He completed his Ph.D. and M.Phil. from English and Foreign Languages University (EFLU), Hyderabad, India.

Subhasis Nanda
Subhasis Nanda, M.A., B.Ed. (English), PGDTE, M.Phil. (ELE) and has recently submitted his doctoral thesis in English Language Education to the English and Foreign Languages University (EFLU), Hyderabad, India.

The constitution of an Indian classroom is composite and largely multilingual. Linguists have keenly advocated using the multilingual approach in the second language classroom. Though teachers are to adopt different and innovative approaches to teach English, they lack suitable materials and methods. They look for examples and models to follow. Keeping this need in mind, this book contains lessons which are tried out in various contexts and found to be effective. This is a first-of-its-kind effort to put together multilingual tasks in a single collection. These lessons will serve as samples for the teachers. Following these they can prepare similar materials and use them. The strength of this book is that the materials and tasks used have been trialled in different contexts across India and found to be effective.
Creative Learning
A Handbook for Teachers and Trainers

Vijoy Prakash

Vijoy Prakash is a senior IAS officer. He has held several senior positions including the post of Secretary, HRD, in the Government of Bihar. He has developed a large number of books and teaching learning materials for the development of concentration, memory, thinking, imagination, visualization, power of observation and emotional management.

It helps us design an education system which may enable us to develop creativity in society. Contents: Introduction • Understanding Creativity • What is Creative Learning • Natural Learning Process • System Model of Creative Learning • Modern Concept of Education • Creativity through Education • Creative Learning Methodology • Activities for Learning about Symbols and Patterns • Activities for Development of Natural Learning Process • Creating New Learning Occasions • Monitoring and Evaluation

Developing Teaching Competencies

M. S. Bawa

Dr. M. S. Bawa holds an M.A. in Economics and a B.T. from Punjab University, an M.Ed. and a Ph.D. from Delhi University, and a Diploma in Commonwealth and Overseas Educational Administration from the University of Birmingham, England.

B. M. Nagpal

B. M. Nagpal was formerly Senior Lecturer in English and Head of the Department of English at Government PG College, Hisar, India. He holds a Postgraduate Certificate in Teaching of English from the Central Institute of English and Foreign Languages (now English and Foreign Languages University), Hyderabad, India.

This book is a study of various practices—both teacher-centred and pupil-centred—employed by teachers in the classroom in their roles as communicators of knowledge and as facilitators in the construction of knowledge by the pupils. This source book for student-teachers is designed to cover the needs of all teacher-education programmes including B.Ed., B.El.Ed., B.T.C. and E.T.C. courses.

Diversity
Reflections and Insights

Mani Bhasin Kalra

Mani Bhasin Kalra is an associate professor at the Department of Education at Lady Irwin College, University of Delhi, India. She has a doctorate in education and almost twenty-five years of experience in teaching and research in the area of teacher education and teacher thinking.

The book recognizes that diversity needs to be celebrated and that equality of access and opportunity, promotion of diversity and the removal of discrimination is fundamental to improve classroom practices and a cohesive society. All the researches are ambitious having taken a comprehensive review of the issues underpinning the evidence of the benefits of equity, diversity and inclusion. The papers focus on the experiences and ideas of development in both research and practice, recognizing the need to have inclusivity. The researches will contribute to a larger discourse to make an impact and will be able to inform policy development and initiatives in the area of equity and diversity. The book will have a wide readership at all levels of education and disciplines and will be useful for all the stakeholders from preschool to higher education and also students of education, sociology, social anthropology, linguistics, students of teacher preparation such as B.Ed., B.El.Ed. and M.Ed., M.Phil., Ph.D. and teachers from schools and from higher education.
Doctorate Education
A Practical Guide

Neeta Baporikar

Neeta Baporikar is a Professor in the area of Strategic Management and Entrepreneurship. She holds a Doctorate in Management from the University of Pune, a Master’s degree in Business Administration, and a Law (Hons.) degree.

Doing a Ph.D. implies a double quest. On the one hand, it is an academic exercise with theories and data in search of descriptions or explanations. On the other, it is a search for a personal path within the academic community. It requires a combination of academic skills, intuition, hard effort and confidence. Written in an informal style, this book helps candidates to understand the fundamentals and challenges in pursuing a research degree, and to adapt to the entrepreneurial learning practices in a research career. This book would provide practical guidelines on how to go about, not only doing research and completing doctorate, but also enjoying it throughout the journey. It can be used by all those who are thinking of research and those who are in the process of doing their doctorate, whatever the stage they are in.

Key topics include:
• Ph.D. – what, why and how? • The ABC of a Ph.D. – in science and humanities
• Research strategies • Research life • Relationship with the guide • Writing the thesis • Time management • Writing tips • How to transform your thesis into a book

Education as a Right Across the Levels
Challenges, Opportunities and Strategies

Ahrar Husain

Professor Ahrar Husain is a Professor and former Dean at Faculty of Education, Jamia Millia Islamia. He is also the former Head of the Institute of Advanced Studies in Education, Jamia Millia Islamia, New Delhi, India. He did M.P.Ed. and Ph.D. from Aligarh Muslim University, Aligarh, India.

Aejaz Masih

Professor Aejaz Masih is a Dean, Faculty of Education, Jamia Millia Islamia. He is a Life Member of Indian Association of Teacher Educators and All India Association of Educational Research. Also he is a Member of the State Research Support Group, SCERT, Delhi and Research Advisory Committee DIET, Rajender Nagar, Delhi, India.

Ilyas Husain

Professor Ilyas Husain is M.Com, M.Ed, Ph.D.,(Educational Administration), and a Professor in Department of Educational Studies, Jamia Millia Islamia, India.

Harjeet Kaur Bhatia

Professor Harjeet Kaur Bhatia, the former Head of the Department, is currently a Professor at the Department of Educational Studies at Jamia Millia Islamia. She is on the editorial board of various journals in the field of education.

Contents: Elementary Education • Secondary Education • Higher Education • Teacher Education
V. C. Kulandai Swamy was an Indian academic and author. He obtained his Master of Technology degree from IIT Kharagpur and obtained a Ph.D. in hydrology and water resources from the University of Illinois at Urbana-Champaign (United States). He received the Sahitya Akademi Award for a Tamil literary work—Vazhum Valluvam, the Padma Shri (1992) and Padma Bhushan (2002) civilian awards from the Govt of India for distinguished service in the fields of education and science. He has also received an honorary doctorate from Jaffna University (Sri Lanka) in 1980 in recognition of his contributions to Tamil literature.

This book, originating from the keynote and special addresses of Professor V.C. Kulandai Swamy, describes and analyses critically the growth and development of Open Distance Learning system to address issues of access and equity, coordination and management, collaboration and networking, funding and cost-effectiveness. The developments in the art and science of communication and its application to classroom instruction came in and ushered in the ‘distance education’ as a viable mode to cater to large numbers. The ivory towers have been thrown open and education has changed from craft to technology. The transaction of educational curriculum using technology marked the inauguration of ‘New Era’ in education, which essentially constitutes the ‘third stage’ of development in education. The use of tools such as computers, CD-ROMs, E-mail and Internet has now enabled offering of flexible learning, which is learner-centric.

Ramesh Chandra Sharma holds a Ph.D. degree in education in the area of Educational Technology and is currently working as Regional Director in IGNOU since 1996. Dr. Sharma has been Senior Faculty in a Teacher Training College for nearly ten years and has taught the B.Ed. and M.Ed. programmes.

Sanjaya Mishra holds a Ph.D. degree in Library and Information Science in the area of library networks. He has been involved in successful implementation of many multimedia and internet based courses. At present he is Reader in Distance Education at the Staff Training and Research Institute of Distance Education, IGNOU, New Delhi, India.

S. K. Pulist is Assistant Registrar at the Student Registration and Evaluation Division of the IGNOU. He holds Master’s Degrees in English, Sociology, and Distance Education and is recently pursuing his doctoral dissertation in the field of Internet and secondary school teachers of Delhi.

The use of Information and Communication Technologies (ICT) in various educational settings has become the key to the success of educators. These technologies have changed the world of education tremendously in the recent past. This book critically examines the developments in the area of ICT. Based on research and experience of the contributing authors, who are senior professionals from India, USA, UK, Malaysia, Hong Kong, Australia and Kenya, this book is useful reading for teachers and students of education. The book will be of help to all those interested in using technology in education to enhance their teaching and learning in the digital world—face-to-face, distance and online.

*The book serves as a learning tool for the use of ICTs in distance learning.*

—Financial Express
India’s progress in education since independence has been unprecedented by all standards through increase in the number of educational institutions, teachers, and infrastructure. In spite of this growth, the country faces a number of challenges. Nearly one-third of the population is illiterate. Critical gaps exist in educational attainments across regions as well as among different social groups. In this context, this book tries to analyse the status of elementary education in India. Among the various dimensions of elementary education discussed in this book are: Current status • Important initiatives taken up by the centre and the states • Various issues • Equity issues • Financing of education • Community participation • Role of private sector in elementary education • Quality concerns • Future challenge in the field

Teachers, academicians, educational planners and administrators will certainly find this book informative and beneficial.
Four Decades of Distance Education in India
Reflections on Policy and Practice

Suresh Garg
Suresh Garg is currently Vice Chancellor of Usha Martin University. He has been Professor of Physics at Indira Gandhi National Open University, New Delhi since 1993. From 1996 to 1998, he served as Commonwealth Expert on Distance Science Teaching at the University of the South Pacific, Fiji Islands. Thereafter, he was entrusted with several administrative responsibilities in IGNOU. In the period 1999-2002, he was appointed as Director, School of Sciences of the University and in the period 2002-2006, he served as Pro-Vice Chancellor and Acting Vice Chancellor of IGNOU.

V. Venkaiah
V. Venkaiah is Professor of Management and Executive Director, Prof. G. Ram Reddy Research Academy of Distance Education, (GRADE), Dr. B.R. Ambedkar Open University, Hyderabad, India. He has been honoured with many awards, including the Best Teacher award, by the Government of Andhra Pradesh in 1995.

Chambi Puranik
Chambi Puranik was a Professor of Political Science and served as Dean (Academic) from 1999 to 2005 in Karnataka State Open University, Mysore, India. Presently he is a member of Distance Education Council of India.

Santosh Panda
Prof Santosh Panda, M.Phil. and Ph.D. (Education), Certificate in ETV (BBC, UK), is a professor of Distance Education, Staff Training & Research Institute of Distance Education (STRIDE) at the Indira Gandhi National Open University (IGNOU).

In the four generations of distance education, the system has adopted innovative practices in course design, development, delivery, evaluation, media networking, and planning and management which have proved effective in addressing the issues of access and equity, economy, quality and reform in the country, and which have been emulated by many countries in the developing world. This book reflects on the developments of four decades of distance education and open learning in this country, traces its limitations and maps its future expansion.

A Guide to Study Skills
Study Secrets of Class Toppers
Revised Edn

Meera Ravi
Meera Ravi is a qualified family counsellor, and she helps children and adolescents communicate better with their parents and deal with exam anxiety in a healthy way. She conducts workshops for children, parents and teachers.

Do you think your child is not motivated enough to study? Does he avoid you as soon as you talk to him about studies? Do you think he is not able to use his full potential? Do you think he lacks concentration? If you have answered ‘yes’ to any of these questions, it is time to think WHY? Poor or average performance at school is not due to poor intelligence. Children are often unable to handle the pressures of the education system. This can be easily overcome by learning some simple skills. Coming from an experienced child counsellor, A Guide to Study Skills contains the essential motivation that will help remove all the mental blocks that a child faces.
India has one of the largest systems of higher education in the world. Since independence, it has enormously expanded in terms of quantity and diversity of fields of knowledge. However, there have been few changes in its structure, system of management and even functional objectives. This book brings together critical perspectives on and valuable insight into several issues concerning the neglected tertiary education. Prof. V.C. Kulandai Swamy addresses some of the issues ranging from the macro management of the system to micro management of institutions. Contents: Editors' Note • Abbreviations • Introduction: Setting the Scene • Management of Higher Education • Issues at System Level • Towards Decentralization • A System that Resists Change • Global Imperatives of Change • Accountability • Partners in Higher Education • Academic Leadership: The Desideratum • The Indian Vice-Chancellors • Women's Education • Assessment and Accreditation • The 21st Century: Challenges • My Legacy: Measure of My Merit References

This book identifies the gaps, analyses the reasons, which are too diverse, and makes suggestions how innovation-led value-based education can navigate our voyage towards excellence and help create competent and competitive human capital for national as well as international markets. At a time when policy makers in the country are engaged in formulating New Education Policy and gainfully harness the vast potential of demographic dividend for economic good through appropriate skills, this work highlights latest developments in all sectors of higher education, maps future directions and provides clear understanding of various complex issues.
How to Study and Succeed
A Book on Career Management

Mukhopadhyay Suvasish

Mukhopadhyay Suvasish is a full-time faculty of Civil Engineering in an Engineering College of Pune. He has been teaching for many years. Career management is his area of research. He has guided many students in their college lives and later careers.

Does success always belong to a select few? No. Success comes from systematic and disciplined study, and it comes to anyone who tries. Knowing yourself better is the first step. Knowing the right methods of study is next. But for both, students need an experienced guide to advise them on what is best. In How to Study and Succeed, Mukhopadhyay Suvasish proves himself to be the expert counselor every student must have. From managing your sleeping hours to numbering your answer sheets, here you will find practical tips on everything one must take care of during student life. They include: Ten golden rules for every student • Adjusting with the friend circle • Hostelmates and roommates • Attending classes • Communication • Self-motivation • How to use books • Time management • Overcome shyness • Examination fever • Finding the right job

Written in a personal style, this book will tell you how you can succeed not only in an examination but also in life.

"Good read."
—The Hindu Business Line

Motivating School Kids
A Book for Students, Teachers and Parents

Mukhopadhyay Suvasish

Mukhopadhyay Suvasish is a full-time faculty of Civil Engineering in an Engineering College of Pune. He has been teaching for many years. Career management is his area of research. He has guided many students in their college lives and later careers.

Without proper advice school kids can fail in spite of hard work. The myriad pressures of school life make them victims of anxiety, stress and depression. How can the teachers and parents protect children from the side effects of competition and intensive study? How can they ensure that the kids become successful as students and as adults in later life? Motivating School Kids offers practical solution to school kids woes.

"Recommended study."
—The Hindu Business Line

*...each chapter is brief, practical in approach, and discusses the issue from the students’ point of view. This book is a simple manual of Life Skills that you can arm yourself with while wrestling school and other adolescent complexities!*

—Popular children’s magazine Chandamama
The Mould: Values and Self-Efficacy of Teachers

Martin Philip George

Fr Martin Philip George CMI holds a Ph.D. in Education from Bhavnagar University, Gujarat, India. He was ordained priest in 1997 and has served as the Principal of St. Thomas School, Mahuva; St. Mary’s School, Bhavnagar; St. Xavier’s School, Junagadh; St. Xavier’s PTC College, Himatnagar and Christ School, Chitra. At present, he is President, AINACS (Rajkot unit) and Director, Dept. of Education, Diocese of Rajkot, wherein he administers and coordinates educational activities in the Diocese of Rajkot, Gujarat. Fr Martin also conducts workshops and seminars for teachers and organizes leadership training camps for teachers and students.

The Mould: Values and Self-Efficacy of Teachers is a comprehensive study on values, the need for value education and teacher values in terms of value preferences. It provides a thorough review of related research on value education and self-efficacy and establishes a correlation between them. It highlights the need for self-efficacy in every individual who wants to lead a fulfilling life with optimism and a sense of purpose. The book uses a survey method and various statistical tools to study the relationship between the values and the self-efficacy of teachers in the Catholic schools of Gujarat, along with the various factors which influence their value preferences. It ventures into unexplored territory and has scope and relevance for further research. It will be a small but significant contribution to our knowledge about values and self-efficacy of teachers in contemporary India.

New Directions in Higher Education

A. R. Kidwai

Abdur Roheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.’s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK. He has been the Honorary Visiting Professor/Fellow at the Department of English, University of Leicester.

Written by leading experts in various fields, the essays in this volume aim to sensitize teachers to the problems that confront our polity. They explain the relation between education and the most relevant issues of the day relating to socio-political and economic life, society and development.

The book covers the curriculum of the UGC Orientation Programme for university and college teachers as part of their Career Advancement Scheme. The course topics in the book include: Component A: Awareness of linkages between society, environment, development and education • Component B: Philosophy of education, Indian education system and pedagogy • Component C: Resource awareness and knowledge generation • Component D: Management and personality development

This volume will prove instrumental in enlightening teachers, in prompting them to reflect on these issues and in initiating a lively, rewarding discussion. All this will contribute to the development of staff and to the construction of a better society, comprising mature, responsible and proactive teachers.
Open and Distance Education in Global Environment
Opportunities for Collaboration

Suresh Garg
Suresh Garg is currently Vice Chancellor of Usha Martin University. He has been Professor of Physics at Indira Gandhi National Open University, New Delhi since 1993. From 1996 to 1998, he served as Commonwealth Expert on Distance Science Teaching at the University of the South Pacific, Fiji Islands. Thereafter, he was entrusted with several administrative responsibilities in IGNOU. In the period 1999-2002, he was appointed as Director, School of Sciences of the University and in the period 2002-2006, he served as Pro-Vice Chancellor and Acting Vice Chancellor of IGNOU.

Santosh Panda
Prof Santosh Panda, M.Phil. and Ph.D. (Education), Certificate in ETV (BBC, UK), is a professor of Distance Education, Staff Training & Research Institute of Distance Education (STRIDE) at the Indira Gandhi National Open University (IGNOU).

C. R. K. Murthy
C.R.K. Murthy is Professor of Distance Education at the Staff Training and Research Institute of Distance Education (STRIDE), IGNOU.

Sanjaya Mishra
Sanjaya Mishra holds a Ph.D. degree in Library and Information Science in the area of library networks. He has been involved in successful implementation of many multimedia and internet based courses. At present he is Reader in Distance Education at the Staff Training and Research Institute of Distance Education, IGNOU, New Delhi, India.

Distance education is expanding at a faster rate cutting across national and regional boundaries. With the spread of information and communication technology (ICT), distance education has embarked on a path of collaboration, networking and globalization. Quality and accreditation of distance learning programmes and experiences have become highly significant in the ICT-enabled education system. This edited book is a compilation of selected papers submitted for the International Conference 2005 of International Council for Distance Education (ICDE). The papers are grouped into four major themes – internationalisation; collaboration and networking; ICT-enabled distance education; quality assurance; and distance education for development. Covering these four major themes, the selected papers give an overview of the present scenario of open and distance learning the world over.

Open and Flexible Learning
Issues and Challenges

G. Ram Reddy
Prof G. Ram Reddy received his higher education in Osmania University and London School of Economics. He held many important positions which include Vice Chancellor of Osmania University, the founder Vice Chancellor of Andhra Pradesh Open University and Indira Gandhi National Open University, Vice-President of the COL and Chairman of University Grants Commission.

Contents: Face to face with distance education • Making distance education borderless • Profile of distance teacher in the 21st century: A developing world paradigm • Quality assurance in Open and Distance education • Learning in information society • Access to education: A guarantee of a less divided world? • Connectivity through space - a boon for developing India • On building innovative India of the twenty first century • Development of space programme and its impact on education • The vision for legal education and quest for competitive excellence
Scientific Humanism
Repositioning Indian Education

Feroz Ahmed
Dr. Feroz Ahmed retired as Professor of Physics from the Department of Physics and Astrophysics, University of Delhi. He was a member of Indian Nuclear Society and Semiconductor Society of India.

Suresh Garg
Suresh Garg is currently Vice Chancellor of Usha Martin University. He has been Professor of Physics at Indira Gandhi National Open University, New Delhi since 1993. From 1996 to 1998, he served as Commonwealth Expert on Distance Science Teaching at the University of the South Pacific, Fiji Islands. Thereafter, he was entrusted with several administrative responsibilities in IGNOU. In the period 1999-2002, he was appointed as Director, School of Sciences of the University and in the period 2002-2006, he served as Pro-Vice Chancellor and Acting Vice Chancellor of IGNOU.

The way out from the social strife generated by the loss of values is an education system that creates better human beings and acts as an instrument for establishing, advancing and safeguarding value systems. Drawing on the thoughts and contributions of Mahatma Gandhi, Pt Jawaharlal Nehru and Dr. D. S. Kothari on education, science and technology, and value education, this book highlights the issues and challenges posed by the decay of humaneness and advocates the repositioning of our education in scientific humanism.

Contents: Gandhian Vision of Education • Nehruvian Vision of Education and Science & Technology • Education, Science and Values: Kotharian View • Science, Spirituality and Humanism • Value Orientation of Education • Index

Sir Syed Ahmad Khan
Muslim Renaissance Man of India, A Bicentenary Commemorative Volume

A. R. Kidwai
Abdur Raheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.’s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK. He has been the Honorary Visiting Professor/Fellow at the Department of English, University of Leicester.

“This book makes a valuable contribution to the study of Sir Syed, and to the study of Islam in South Asia.”

—Islam and Christian-Muslim Relations (Journal) University of Birmingham

This commemorative volume, marking the bicentenary of an outstanding thinker, writer, educationist, and visionary—Sir Syed Ahmad Khan (1817-1898) brings into sharper light the various facets of Sir Syed’s genius. Contributors to the volume, hailing from the US, Europe, and South Asia, provide fresh perspectives on Sir Syed’s oeuvre, and his sterling contributions to domains as diverse as the Quran interpretation, Prophet Muhammad’s biography, social reform, Urdu language and literature, journalism, travelogue, archaeology, history, politics, inter-Faith understanding, and, above all, education. This volume offers a nuanced, critical exploration of the historic phenomenon of the awakening of the Indian Muslims to the challenges of modernity, which was set in motion by this great Muslim Renaissance Man of India - Sir Syed Ahmad Khan.
Sir Syed Ahmad Khan
Memorial Lectures

Shan Muhammad

Prof. Shan Muhammad took his M.A in History and Political Science from Christ Church College, Kanpur. He did his D.Phil and D.Litt from Allahabad and Aligarh Muslim University respectively. He served as the Chairman Department of Political Science, Director Sir Syed Academy, Director Career Planning Centre and Principal Women’s College, AMU. He was also the Professor of Political Science and Public Administration at The University of Maiduguri, Nigeria.

The ascendency of the British in India after the revolt of 1857 brought Sir Syed Ahmad Khan to the forefront of Muslim politics. He evaluated the causes of the Mutiny and realised that there was a huge gulf between the rulers and the ruled. The Muslims were blamed for the uprising and this reduced them to sheer poverty. He decided to take a stand and to fight for their rights. But they called him names and issued Fatwa against his movement for spreading western education among the Muslims. But finally after a long battle with orthodoxy, he was able to open the M.A.O. College in 1877, which later became the Aligarh Muslim University in 1920. The University organises the Sir Syed Memorial Lecture each year to commemorate the great sacrifices rendered by its founder and one of the greatest Muslim reformers of India - Sir Syed Ahmad Khan. In this volume he is viewed from the lens of different scholars who talked about his life, work, movement and his relevance in the present day. This book will throw light on many unknown aspects of Sir Syed’s life and works and will be a boon for scholars working on The Aligarh Movement.

Teachers on Teaching
Selected Essays from the Teacher's Day Competition

Feroz Ahmed

Feroz Ahmed retired as Professor of Physics from the Department of Physics and Astrophysics, University of Delhi. Currently he is Vice-President of Anjuman Farogh-e-Urdu; Chairman, Governing Body, Zakir Husain Delhi College; and Member, Governing Body of Gandhi Bhawan, Delhi University.

Suresh Garg

Suresh Garg is currently Vice Chancellor of Usha Martin University. He has been Professor of Physics at Indira Gandhi National Open University, New Delhi since 1993. From 1996 to 1998, he served as Commonwealth Expert on Distance Science Teaching at the University of the South Pacific, Fiji Islands. Thereafter, he was entrusted with several administrative responsibilities in IGNOU. In the period 1999-2002, he was appointed as Director, School of Sciences of the University and in the period 2002-2006, he served as Pro-Vice Chancellor and Acting Vice Chancellor of IGNOU.

Ashok Ganguly

Ashok Ganguly is the former Chairman of the Central Board of Secondary Education.

This collection results from the National Teacher’s Day Essay Competition organized by Viva Education in August-September 2015. It presents a collection of thought provoking essays where teachers from various schools across the country vividly picture their thoughts and perspectives on the art of teaching. School teaching has undergone a tremendous transformation in the last decade. Technology has not only entered the realm of teaching but has assumed an overwhelming role redefining almost every aspect of teaching. With so much change happening within the school and school education at large, has the definition of teaching itself changed? What is the role of the teacher now in this transformed teaching scenario? Full of philosophical reflections, personal experiences, anecdotes and practical suggestions, this book is a treasure trove for anyone looking for original and innovative ideas on teaching.
Teaching through the Heart
Action Plan for Better Teaching (‘To Teach Is to Touch Lives’)
Revised & Updated Edn

Meera Ravi
Meera Ravi is a qualified family counsellor and runs Prerana Academy for Growth and Guidance, Bangalore, India. She helps children and adolescents communicate better with their parents and deal with exam anxiety in a healthy way. She conducts workshops for children, parents and teachers.

How much will you score if the students were to evaluate you as a teacher? Many teachers are often dissatisfied with their own performance and the respect they command in the children’s eyes. But some others become darlings of the students. This is achieved not through any inherent genius. What is required is a simple change of attitude. Drawing on her long experience as a counsellor, Meera Ravi guides you through simple, yet immensely effective and rewarding process of image-transformation. Her action plan of introspection and self-examination, detailed in this book, will help you become a motivating teacher.

Towards Virtualization
Open and Distance Learning

V. Venugopal Reddy
Dr. V. Venugopal Reddy is Director at Regional Services Division, IGNOU, New Delhi, India

Manjulika Srivastava
Dr. Manjulika Srivastava has done her doctorate in “Distance Education”. Currently she is the Director of Centre for Internal Quality Assurance and Director Defence Unit in IGNOU. She is also working as a Professor of Distance Education at the Staff Training and Research Institute of Distance Education of IGNOU.

The main thrust of this book is to examine and explore the wide range of initiatives that are being taken all over the world, which have been presented in the form of 34 detailed case studies, covering virtual universities, dual-mode universities and open universities, from both the developed and developing countries around the world. These case studies document the major global trends, changes and issues in the arena of higher education specifically with reference to virtual, distance and open learning and detail the variety of initiatives being undertaken across the planet to cope with the rapidly changing scenario.

Understanding Learning Technologies

Sanjaya Mishra
Sanjaya Mishra holds a Ph.D in Library and Information Science in the area of library networks. He worked as Reader in Distance Education at the Staff Training and Research Institute of Distance Education, Indira Gandhi National Open University, New Delhi.

This is a collection of papers on the use of technologies for teaching and learning. There is a wide range of learning technologies: audio-based, video-based and computer-based, with or without real-time interaction. The chapters are based on the experiential reflection and research by the author over a period of 14 years. The book provides insights into the use of learning technologies, and the associated problems of planning, designing, development and delivery of teaching and learning using technology.
Value Development in Higher Education

Marmar Mukhopadhyay
Prof. Mukhopadhyay is the Director of Educational Technology and Management Academy, New Delhi, India. Professor Mukhopadhyay specializes in (educational) management, educational and training technology, and open and distance education. A reputed scholar and prolific author, Prof. Mukhopadhyay has contributed in 22 well researched books, mostly on educational technology and management, more than 250 book chapters.

The book includes in three sections philosophical bases of value development, symposia and a debate on value education, and value-depicting life episodes. The section on philosophical bases of value education covers Swami Vivekananada, Rabindranath Tagore, Bahai’s phenomenological schools, and a sustainable premise and framework for value development. It also provides a multi-module curriculum for value development in higher education.

The World of Open and Distance Learning

V. Venugopal Reddy
Dr. V. Venugopal Reddy is Director at Regional Services Division, IGNOU, New Delhi, India

Manjulika Srivastava
Dr. Manjulika Srivastava has done her doctorate in “Distance Education”. Currently she is the Director of Centre for Internal Quality Assurance and Director Defence Unit in IGNOU. She is also working as a Professor of Distance Education at the Staff Training and Research Institute of Distance Education of IGNOU.

It is a collection of case studies of well known open universities and dual mode universities from all over the world. For sequencing the case studies the Human Development Report has been followed. The book has met the purpose of generating understanding and sharing knowledge. It also provides an incredible range of information and resources for both personal enrichment and structured educational activities and research. It is a rich source of knowledge for industrialists particularly those in the information technology sector, for understanding the scope of investment as well as collaboration in the vast field of open and distance learning in the times to come.

Classroom Tasks in English

A Resource Book for Multilingual Teaching

Anand Mahanand
Anand Mahanand is Professor and Head, Department of Materials Development, English and Foreign Languages University (EFLU), Hyderabad. He is interested in literature and language teaching.

Amit Kumar
Amit Kumar is an Assistant Professor of English at Gandhi Institute of Technology and Management (GIFTAM) (deemed-to-be-university), Hyderabad. He completed his Ph.D. and M.Phil. from English and Foreign Languages University (EFLU), Hyderabad.

Subhasis Nanda
Subhasis Nanda, M.A., B.Ed. (English), PGDTE, M.Phil. (ELE) and has recently submitted his doctoral thesis in English Language Education to the English and Foreign Languages University (EFLU), Hyderabad.

This is a first-of-its-kind effort to put together multilingual tasks in a single collection. These lessons will serve as samples for the teachers. Following these they can prepare similar materials and use them. The strength of this book is that the materials and tasks used have been trialled in different contexts across India and found to be effective.
A Descriptive Analysis of Tulu with Special Reference to the Relative Clause

Sebin Jose

Sebin Jose completed his graduation in English Literature from Mahatma Gandhi University, Kerala, India in 2010 and completed Bachelor of Education from the same University in 2011. His postgraduation was from the Central University of Kerala, Kasaragod, in 2014. He has more than five years of teaching experience. He is a talented English teacher especially in online coaching.

The Tulu language, with its near extinct script, has been generating much enthusiasm amongst linguists, as it is now believed to be one of the oldest Dravidian languages. The Tulu language does not have a script. It is a spoken language. This book will serve as an ideal launch pad for people to explore the language. It will also help to do further research in the language.

Contents:
- Introduction
- General Literature on Relative Clauses
- Relativisation in Tulu
- Data Collection
- Analysis
- Bibliography

English through Folktales, 2nd Edn
A Self-Study Book

Anand Mahanand

Anand Mahanand is Professor and Head, Department of Materials Development, English and Foreign Languages University (EFLU), Hyderabad. He is interested in literature and language teaching.

Lalita Goswami

Lalita Goswami has Master’s Degrees in English, Education and Philosophy. She has taught in schools and colleges in different states of India for a number of years. She writes and translates books for young learners.

Sixteen selected folktales, both heard and unheard, have been used in this book to give practice in the four basic language skills - listening, speaking, reading and writing. Each unit includes tasks aimed to develop comprehension, spoken and written communication, vocabulary, grammar and literary appreciation. Fit for use as a supplementary reader or self-study book, English through Folktales is both a language companion and a pleasure read.

Fiction in Films, Films in Fiction
The Making of New English India

S. Sreetilak

S. Sreetilak completed his Master’s in English from the Central Institute of English and Foreign Languages, Hyderabad, India and M.Phil. in English from the University of Hyderabad. His interests include literature, films, and the making of educational books in India. He is a Vice President with Viva Books, New Delhi, India.

Whether English is really an Indian language or not may be difficult to answer. But English in India is surely a distinct and fast-expanding culture. In this first-ever book on Indian English film, Sreetilak draws a colourful and accurate picture of the social life of English in India, showing the significant ways films and fiction in Indian English correspond to each other and respond together to the emergent new English India. The urban ambience and modern ethos that films and fiction in Indian English share correspond to the life in new English India. He argues that as post-industrial societies will depend more on alternative forms of capital and power English will prove infinitely handy for India to deal in commodities of culture.

“...A remarkable study of contemporary culture and Indianness.”
— Partik Ghosh, Hindustan Times

www.vivagroupindia.com

*Prices are subject to change without prior notice"
Indian Voices in ELT

Francis Peter

Francis Peter, a Jesuit priest, is Reader in English at the Postgraduate and Research Department of English at Loyola College, Chennai, India. He is also the founder-Director of RACE-Loyola, a centre that promotes language-related skills. Francis Peter has an MA in English Language and Literature from Madras University, a PGDTE from the CIEFL, Hyderabad, India. He acquired an additional Ph.D. from Bharidasan University, Trichy, India.

Indian Voices in ELT focuses on theoretical insights and practical experiments carried out in the area of TED (Teaching English to the Disadvantaged) at different centres in India. The authors include some of the best-known names in ELT as well as practitioners from India and abroad with a varied range of experience. Beginning with conceptual articles situating and defining the target group, the collection moves on to specifying the components that could define a pedagogy of the disadvantaged.

The articles that raise other India-specific questions would interest those in similar situations elsewhere as well. Some daringly different ideas and positions expressed suggest that ELT in India has come of age. The issues raised and empirical data reported in many of these articles match some of the best international practices. This volume to a great extent reveals the goings-on within the country that has for long been regarded as a linguist’s paradise and provides a window for the world to take a peep into the world of Indian ELT.

Indlish

The Book for Every English-Speaking Indian

Jyoti Sanyal

After 30 years with The Statesman, Jyoti Sanyal became Dean at Asian College of Journalism, Bangalore, India, in 1997. Prior to his death in 2008, Sanyal devoted himself to Clear English India (www.clearenglish.in), which encourages people to use good contemporary English instead of Raj-day commercialese.

“A book that dissects Indian English to remove all its malignant growths.”
—The Hindu Business Line

“Sanyal’s book should serve as the Bible to journalists who want to write clean, sparkling copies. But I would recommend it more to senior journalists, editorial writers included, who think they know it all.”
—Bishwanath Ghosh, The New Indian Express

Do Indians equate ‘impressive’ English with incomprehensible English? Many unfortunately do. The clumsy Victorian English hangs like a dead albatross around each educated Indian’s neck. Our feudal culture frowns on directness of expression. Indian English is often no more than an Indian language in disguise. With this funny, quirky book Jyoti Sanyal launches an all-out war against bad English and offers modern-day antidotes to archaic Indlish.
Learning to Learn
Study Skills in English

Anand Mahanand
Anand Mahanand is Professor, Department of Materials Development, English and Foreign Languages University (EFLU), Hyderabad. He is interested in literature and language teaching. He has conducted and supervised numerous research projects in the field of multilingual education.

Amit Kumar
Amit Kumar, B. Ed., PGCTE, M.Phil.(ELT) has done research in the field of Study Skills. He is pursuing his PhD in English Language Education at The English and Foreign Languages University, Hyderabad, India.

Resulting from the authors’ long experience in teaching and research, Learning to Learn helps learners at the undergraduate and postgraduate level acquire certain common and important study skills of independent learners. These include:
- Information Transfer
- Reference Skills
- Note-making
- Summarizing
- Dictionary Skills
- Examination Skills
- Literary Appreciation
- Rules of Punctuation

Let’s Play English
Activities for Language Teaching

Braj Mohan
Braj Mohan is a Ph.D. in English (Linguistics and Phonetics) from the English and Foreign Languages University, Lucknow Campus. He has over ten years of experience in teaching English and teacher training.

Let’s Play English is a collection of activities and language games for the students of the English language. This self-help book guides the reader step-by-step in creating task-based activities for English language teaching. The graded activities and language games here focus on the use of language in context. Presented in lucid language and an easy-to-understand style, the activities given in this book will boost the teacher’s creativity and make teaching/learning enjoyable. Proper gradation of the material and systematic and clear instructions and comments make this book extremely helpful for all teachers of the English language.

Making Sense of English
A Textbook of Sounds, Words and Grammar
Revised Edn

M. A. Yadugiri
M. A. Yadugiri, formerly Professor of English, Bangalore University, has a Ph.D. in linguistics-stylistics from the Indian Institute of Science, Bangalore, India. She has taught courses on general linguistics and the structure of English, modern English structure and usage, modern linguistics, and stylistics in the postgraduate department of Bangalore University. As Longman Fellow in the English Language, she has taught and researched at the University of London.

Making Sense of English is a textbook designed to help students and teachers of English learn about the English language, its sounds, words and grammar. It deals with all the major topics in the syllabuses of the courses on English language for B.A. and M.A. English and teacher development and training programmes. It introduces and describes with plenty of examples the important phonological, lexical and grammatical features of English to help the readers acquire an understanding of the structure and usage of English.
Methods of Teaching English
An Introduction

Anand Mahanand
Anand Mahanand is Professor, Department of Materials Development, English and Foreign Languages University (EFLU), Hyderabad. He is interested in literature and language teaching.

Amit Kumar
Amit Kumar is Assistant Professor, GITAM (Deemed) University, Hyderabad & has completed B.Ed, PGDTE, M.Phil and Ph.D from English and Foreign Languages University (EFLU), Hyderabad, India.

Subhasis Nanda
Subhasis Nanda is Assistant Professor, GITAM (Deemed) University, Hyderabad. He has completed B.Ed, PGDTE, M.Phil and Ph.D from English and Foreign Languages University (EFLU), Hyderabad, India.

It is a textbook meant for B.Ed students prepared keeping in mind the B.Ed syllabi of Panjab university, Himachal Pradesh University and Jadavpur University. The book gives a basic understanding of subjects like the status of English in India, objectives of teaching English, methods and approaches, teaching aids, teaching methods and techniques, doing projects and so on.

Multilingual Education in India
The Case for English

Anand Mahanand

Mahendra K. Mishra
Dr. Mishra is the founder trustee and member secretary of the Folklore Foundation in Bhubaneswar and Editor-in-Chief of Lokaratna, the e-journal of this foundation published as part of the World Oral Literature Project in (DSpace), Cambridge University.

The arguments of this book convincingly prove that English has been a tool of empowerment and a driver of social and economic mobility. The contributors demonstrate that local languages and cultures can be revived by integrating them into English language education. Compensating the lack of organized ideas on multilingual education, this book aims to introduce a trendsetting change in the Indian perspective on education. It will be a source of direction for teachers, teacher trainers, policymakers, and those with an interest in education and sociolinguistics.

The Pronunciation of English
Principles and Practice

M. A. Yadugiri
M. A. Yadugiri, formerly Professor of English, Bangalore University, has a Ph.D in linguistics-stylistics from the Indian Institute of Science, Bangalore, India. She has taught courses on general linguistics and the structure of English, modern English structure and usage, modern linguistics, and stylistics in the postgraduate department.

It covers all aspects of English pronunciation including consonants, vowels, word stress, and features of connected speech such as rhythm, prominence and intonation. The description of the various features is clear and factual with several examples, which the learners can listen to on the audio CD. The different types of exercises at the end of each unit in a chapter give the learners both listening and speaking practice and also help in understanding the principles of English pronunciation.
Translation Studies
Contemporary Perspectives on Postcolonial and Subaltern Translations

Piyush Raval
Piyush Raval, Assistant Professor, Department of English, Sardar Patel University, Gujarat, India did his B.A. and M.A. in English from The Maharaja Sayaji Rao University of Baroda, India.

In the contemporary era, most of the scholarship in Translation Studies is concerned with postcolonial and subaltern translations, often working under the wide rubric of Cultural Studies. The book addresses contemporary theoretical perspectives in the field of Translation Studies, questions of cultural identity, and the problems of praxis in translating Indian literatures. Objectives include: mapping the trajectory of Translation Studies in its new compounding with Postcolonial Studies, laying open the achievements of the contemporary approach to understanding translation and charting the future of the discipline.

Writing Skills
Methods and Practice

Abdur Raheem Kidwai
Abdur Raheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.’s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK.

Sherin Shervani
Sherin Shervani is a freelance ELT consultant, working as a content developer and teacher trainer with Collins. She is a subject matter expert with MeritTrac and teacher trainer with English Access Microscholarship Programme.

It equips students with basic sentence writing skills leading to the ability to construct a simple paragraph. This book helps the learners to absorb writing techniques and gradually build upon their writing skills. It also aims to boost the confidence of the learners and help them gain writing skills for real-world situations. It is beneficial for intermediate learners, corporate workers and teachers and is especially helpful for coaching and guidance.

The Apple of Discord
Ten Tortured Marriages

Stewart Justman
Stewart Justman received a Ph.D. in English Literature from Columbia University in 1976. He has written many articles and books, among them Seeds of Mortality, a meditation on cancer, which received the PEN Award for the Art of the Essay in 2004, and Shakespeare: The Drama of Generations, published in India in 2007.

This book looks into ten of the most difficult marriages on record—some fictional, some not—culminating in Gandhi’s union with the woman who taught him the practice of non-violent resistance by opposing him. Other investigated unions include that of Socrates & the notorious shrew Xanthippe, and perhaps the most documented of all marriages, Tolstoy’s own, a war of attrition that came to an end only when the sage took to the road at the age of eighty-two and found refuge in death’s waiting arms. In the marriages probed, the wise behave like fools, men and women become bond-slaves of the ridiculous, & all risk losing understanding of themselves.
Believing and Belonging
Critical Essays on British Muslim Fiction

Abdur Raheem Kidwai
Abdur Raheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.’s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK.

Mohammad Asim Siddiqui
Mohammad Asim Siddiqui is Professor of English at Aligarh Muslim University. His areas of interest include postcolonial fiction, cultural studies and film studies.

Believing and Belonging: Critical Essays on British Muslim Fiction, a collection of eleven critical articles, examines at length the articulation of the raging issues of identity, terrorism, gender parity, diaspora and co-existence in the novels of these contemporary British Muslim novelists: Leila Aboulela, Robin Yasin Kassab, Monica Ali, Qaisra Shahraz, Mohsin Hamid and Sarfraz Manzoor. Contents: From Islamophobia to Islamophilia: A Study of Leila Aboulela’s Minaret • On the Road to Dar-Al-Shahadah: Migrant Muslims and the Islamic Life in British Muslim Writing • The Road from Damascus • Journeying Together on Different Paths: Brick Lane by Monica Ali • The Liberation of Muslim Women: A Comparative Analysis of Qaisra Shahraz’s The Holy Woman and Rania Al-Baz’s Disfigured • Counter Discourse of Global War on Terror in Mohsin Hamid’s The Reluctant Fundamentalist • Negotiating Cultural Identity: A Study of Sarfraz Manzoor’s Memoir: Greetings from Bury Park • The Challenging Gaze: Islam/Muslims in Today’s Globalized World in Qaisra Shahraz’s Revolt (2013) • Re-assertion of Identity and Resistance against the Rhetoric of Islamophobia in Robin Yasin Kassab’s The Road from Damascus • Embodying/Ensoiling Islam: Habitus and Ethical Formation in Leila Aboulela’s Fiction • Political Islam and the Critical Muslim in The Road from Damascus

Bridging the Divide
Essays on Language and Literature, and Islamic Studies
(A Commemorative Volume on the 60th Birthday of Professor Abdur Raheem Kidwai)

Faiza Abbasi
Faiza Abbasi is Assistant Director UGC Human Resource Development Centre, Aligarh Muslim University, India, which she joined in 2012. An ardent speaker and traveller she has interacted with thousands of higher education teachers. Her recently published books are 1) Evolutionary Co-existence among Sympatic Egrets and 2) Glory of India: An Anthology of Urdu Poetry in English Translation.

Sujan Mondal
Sujan Mondal is a Doctoral candidate at the Department of English, Aligarh Muslim University, Aligarh, India. He earned his M. Phil from Jamia Millia Islamia, New Delhi. His Ph.D. topic is: The Cross-Cultural Encounter: A Critical Study of the Select Works of Rudyard Kipling, E.M. Forster and Paul Scott.

This commemorative volume to mark the 60th birthday of Professor Abdur Raheem Kidwai, Aligarh Muslim University, carries articles on English language, literature, Literary Orientalism, translation, higher education, Islam and the Quran - the areas of interest of Professor Kidwai’s specialization. This volume aims at promoting cross-cultural understanding between the Orient and the West, developing better understanding of Islam and the Quran, examining the issues and challenges related to higher education in India and analysing the Quran translations in English.

*Prices are subject to change without prior notice*
Comparing Titans: Thiruvalluvar and Shakespeare
(Foreword by Dr APJ Abdul Kalam)

V. Irai Anbu

Venkataselvam Irai Anbu is an IAS officer, writer, columnist, educator and motivator. He has written over 40 books in both Tamil and English so far. He has the following degrees: B.Sc. (Agriculture), M.A. (English), M.A. (Labor Management), M.Sc. (Psychology), M.B.A., Hindi (Praveen,), Ph.D. (Business Administration) and Ph.D. in Comparative Literature.

“This is not merely an academic exercise in comparative literature, but relates the works of two literary giants to the concerns of contemplating life.”
—Narendra Modi, Prime Minister of India

Comparing Titans is a significant academic work comparing two iconic figures in world literature - Thiruvalluvar and Shakespeare. Separated by a span of some 1500 years, they operate in different genres and in very different cultural milieus. But universal humanism and innate sensitivity bring them together and make them vibrantly contemporary. Irai Anbu has drawn many strands of comparison and woven them into a beautiful tapestry through perceptive insights.

Criticism and Counter Criticism

Abdur Raheem Kidwai

Abdur Raheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.'s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK.

Mohammad Asim Siddiqui

Mohammad Asim Siddiqui is Professor at the Department of English, Aligarh Muslim University, Aligarh, India. His areas of interest include postcolonial fiction, cultural studies and film studies.

The meaning of a text is not fixed, standards of criticism change, and in matters of literature and criticism there is always space to accommodate one more opinion. Drawing from a diverse range of writing on literature, this book covers areas like English classics, literature in translation, Continental literature, Indian literature, literature of the diaspora, Indian writing in English and the changing face of English criticism in India. Offering a critical reexamination of literary judgements past and present, this book abundantly serves the basic principles of literary criticism: discussion, dialogue, debate, disagreement and dissent.

English Poems on Prophet Mohammad

Masood ul Hasan

Masood ul Hasan has a doctorate in English literature from the University of Liverpool, UK, and has taught at the Aligarh Muslim University for four decades. He served as Chairman of the Department of English and Modern European Languages, and the Dean, Faculty of Arts, at the same university.

The fact of frequent, adverse allusions to the Prophet of Islam in European and English literatures is well known; but little is known about the positive poems on him in English. They came to be written in the closing years of the eighteenth century Coleridge and Southey pioneered the change. Some others followed later, and the tradition continues still. These poems, however, lie scattered in rare works & have not been collected together so far. The present anthology seeks to fill the desideratum.
From Text to Theory
A Handbook of Literary and Cultural Theory

Pramod K. Nayar

Approaching theory through textual analysis, this handbook is a comprehensive guide to the prominent schools of thought in literary and cultural theory. It reverses the conventional instructional model of concept-to-example and starts with a literary or cultural text, analysing its way to the theoretical core. The works analysed range from the canonical to the contemporary and popular, covering both print and digital media. Each chapter is thus fashioned to familiarize the students with key ideas and terms of various schools of criticism such as: Structuralism • Deconstruction • Marxism • New historicism • Feminism and gender studies • Psychoanalytic criticism • Postcolonialism • Ecocriticism

Following detailed discussions of the established ideas in theory, the concluding chapter surveys and expands upon contemporary developments in cultural theory for perspectives on new and upcoming ideas in the field such as: Posthumanism • Fat Studies • Animal Studies

The Glory of India
An Anthology of Urdu Poetry in English Translation

Sami Rafiq
Professor Sami Rafiq is Professor of English at Aligarh Muslim University, Aligarh.

Saghir Afraheim
Professor Saghir Afraheim is Professor of Urdu at Aligarh Muslim University, Aligarh.

Faiza Abbasi
Dr. Faiza Abbasi is Assistant Professor at UGC Human Resource Development Centre, Aligarh Muslim University, Aligarh.

The Glory of India: An Anthology of Urdu Poetry in English Translation, with its English and Hindi translations, brings out vividly how Urdu poetry has professed and practised down the ages the lofty ideals of nation building, patriotism, peaceful co-existence and catholocity of mind. It brings into sharper light the engagement of Urdu poets with the Freedom movement and national integration. It affords an opportunity to non-Urdu readers to gain or renew their acquaintance with the rich, indigenous tradition of Urdu literature. The book is divided into three sections. The first section of the book titled ‘Glory of the Nation’ carries ten nuanced poems on India written by prominent Urdu poets including Durga Sahai Suroor Jehanabadi, Zafar Ali Khan, Mohammad Iqbal, Anand Narayn Mulla and Ali Sardar Jafri. The second section titled ‘National and Religious Leaders’ carries sixteen poems on the leaders of our freedom struggle who also nurtured the values India today stands for. The third section, ‘The Indian Spectacle’ carries thirty-one poems explicating emotional, cultural, spiritual and physical contours of what constitutes India.
An Introduction to Cultural Studies
2nd Edn, Revised and Updated

Pramod K. Nayar


Cultural Studies is concerned with the social and cultural construction of meanings, and investigates how power relations govern these meanings. This lucid introduction explains the theory and practice of Cultural Studies with the help of detailed cultural analyses. The first of its two parts discusses the contexts in which Cultural Studies evolved, and outlines the major theories it draws on - structuralism, poststructuralism, deconstruction, Marxism, postmodernism, feminism, queer theory and postcolonial theory. The second part of the book applies the methods of Cultural Studies to familiar aspects of everyday life, and contains a set of case studies in the cultures of shopping, memory and impression management. Examples range from shopping malls and online shopping through memory culture projects and selfies.

Language in Shakespeare
Yet Another Review

Bhim S. Dahiya

Professor Bhim S. Dahiya has been holding the position of the President, The Shakespeare Association (India), for over a decade. Professor Dahiya obtained his Ph.D. degree from the University of Cincinnati (U.S.A.) in 1974 and has been teaching English at the universities in India and abroad ever since.

Originally presented as Seminar Papers in the Dept. of English of M.D. University, Rohtak, at the Annual Shakespeare Conference, organised regularly by the Shakespeare Association, India, this is a collection of papers under the title Language in Shakespeare: A Postmodern Review. Although seemingly restricted to a single aspect of Shakespeare’s work, the papers included in the volume cover much that the Bard of Stratford-Upon-Avon has explored in the greatest articulation of the possibilities that the English language offers to great creative writers of Shakespeare’s order. Readers can be assured that this bunch of select papers would not disappoint anyone looking for fresh ideas and interpretations relevant to the greatest dramatic work (comprising 39 plays) ever created in any of the world languages.

Letters from Abroad

A. A. Ansari

A. A. Ansari was formerly Professor of English at Aligarh Muslim University, India. A notable literary critic, he has extensively published in both English and Urdu. He was also the editor of the prestigious Aligarh Critical Miscellany and Naaq-o-Nazar (Urdu).

The bunch of letters, collected in this volume, covers a fairly long time-span. They were written to the compiler by the outstanding Western scholars and critics as a response to his writings pertaining to literary criticism. His book Arrows of Intellect, soon after its appearance in 1965, first in India and later in the UK, was hailed as a significant contribution to the study of Blake by eminent Western critics like F. R. Leavis, Northrop Frye (the initiator of Myth criticism in our day), F.W. Bateson, Wilson Knight, L.C. Knights, Kathleen Raine and others. The 170 missives in Letters from Abroad reveal an unsuspected nexus of world figures with an Indian scholar.
Literary Orientalism
A Companion

A. R. Kidwai
Abdur Raheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.’s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK.

Literary Orientalism: A Companion is a systematic compilation of the instances of Literary Orientalism in English literary and critical texts, organized in six categories: Writers, works and critical studies • Critical books • Articles and conference presentations • Doctoral dissertations • Literary Orientalism and the Arabian Nights • The Oriental Tales and Literary Orientalism. The first of its kind, this companion charts out the genesis, evaluation and the present scenario of a fascinating aspect of English literary studies – Literary Orientalism, a largely unacknowledged and little-known subfield of English literature.

Orientalism in English Literature
Perception of Islam and Muslims

Abdur Raheem Kidwai
Abdur Raheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.’s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK. He has been the Honorary Visiting Professor/Fellow at the Department of English, University of Leicester.

This book is a study on Literary Orientalism that inspects and discusses the image of Muslims and Islam in English Literature through history. It identifies and examines the imperialistic as well as the positive pluralistic perspectives of Islam by the Western world. In his several articles and notes, Abdur Raheem Kidwai has studied perspectives from the age of Southey and Byron to the contemporary writings of Balwant Gargi and Qaisra Shahraz. Literary Orientalism, covering the tropes of Imagology, representation and cross-cultural encounter, stands for the depiction of Islam and Muslims in English literary texts down the ages.

Postmodern Essays on Love, Sex, and Marriage in Shakespeare

Bhim S. Dahiya
Bhim S. Dahiya has taught English literature for over four decades at different universities in India and abroad. After a long stint as Professor of English and Vice-Chancellor of Kurukshetra University, Dr. Dahiya is presently acting as an Advisor to M.M. University, Mullana (Ambala) in India.

Postmodern Essays on Love, Sex, and Marriage in Shakespeare is a collection of essays contributed by scholars of eminence from different countries. Focused on the related themes of love, sex, and marriage, the essays offer a variety of interpretations from viewpoints as varied as cultural materialism and new historicism, queer theory and feminism, teaching pedagogy and intertextuality. This latest volume of essays on Shakespeare can be of great use for teachers, students and scholars alike, guiding or doing research on the plays of Shakespeare or on the related theme of love, sex, and marriage in the work of any other writer.
Republicanism in Shakespeare

Anand Prakash

Anand Prakash, Ph.D., has written extensively on literary theory and cultural-aesthetic trends.

Hema Dahiya

Hema Dahiya did her Masters in English from Panjab University, Chandigarh, India in 1998 and Ph.D. from Sheffield Hallam, UK in 2011. She is Assistant Professor in the Department of English in Motilal Nehru College (Evening), University of Delhi, Delhi, India.

Republicanism is the definitive concept of egalitarian living—it means all those positive things associated with socialist visualization and governance in a broader sense. The phenomenon of republicanism began in a concrete sense in Tudor England; it was born out of the increasing economic strength of the merchant-trader section that was used by monarchs in their fight with the nobility. That common masses were drawn into the larger social happening is well known and explains why Shakespeare in the closing years of the sixteenth century offers space to them in play after play. The essays selected in this volume were presented as research papers by scholars at the international conference organized jointly by the English Department of University of Jammu and The Shakespeare Association in October 2013.

The Second Exile

An English Translation of Kaifi Azmi’s Doosra Banbas

Sami Rafiq

Sami Rafiq teaches English in the Department of English at Aligarh Muslim University, Aligarh. She has published stories, features, poems and translations in newspapers and magazines in India.

Rafiq Pilibhiti

Late Rafiq Pilibhiti was an engineer by profession but a poet at heart. He earned a master’s degree in Urdu at the age of 60 from Rohilkhand University, Bareilly.

This book is a translation of Kaifi Azmi’s Doosra Banbas, a collection of both famous and less known poems by him. The main poem “Doosra Banbas” expresses how grieved Ram was on his return from exile at the demolition of the Babri mosque and so he took up a second exile. The translation hopes to bring the best verses of Kaifi Azmi to the non-Urdu-knowing world.

Shakespeare’s Intellectual Background

Bhim S. Dahiya

Bhim S. Dahiya has taught English literature for over four decades at different universities in India and abroad. After a long stint as Professor of English and Vice-Chancellor of Kurukshetra University, Dr. Dahiya is presently acting as an Advisor to M.M. University, Mullana (Ambala) in India.

An important collection of insightful articles, Shakespeare’s Intellectual Background shows how, contrary to Ben Jonson’s belief that Shakespeare knew ‘small Latin and less Greek’, the Bard of Stratford embodied in his work the entire wealth of wisdom drawn from Greek, Roman and Medieval philosophic sources. Bringing together international scholarship on Shakespeare from England, America, Canada and Australia, the editor has included in this volume a wide variety of contemporary critical approaches to the subject.
It is in situations of ‘free play of the mind’ (as happens in Shakespeare’s comedies) that Shakespeare’s women shine, and outshine, men. Rosalind or Portia, Hermia or Helena, each outshines their lovers as well as those against their love. Also, for the life or strife in the political sphere, women in Shakespeare show better instinct and intelligence, if not greater passion for power, daring for destruction, or cunning for contrivance. Think of Lady Macbeth, Calphurnia, Cleopatra, and Juliet. All in all, Shakespeare seems to plead and promote the cause of women’s rightful place both in private and public spheres. The book has essays selected out of 200 presentations at The Shakespeare Association’s 5th annual international conference held at Kota (Rajasthan) on October 4–6, 2012.
Academic Research on the Quran
A Critical Bibliography
Sajid Shaffi
Sajid Shaffi has been pursuing his Ph.D. on the ‘Orientalists’ English Translations of the Qur’an: with Special Reference to Alan Jones (2007) at the Department of Islamic Studies, Aligarh Muslim University. He has also compiled a bibliography entitled 21st Century Quranic Studies in English: A Bibliography published by Viva Books (2018).

Academic Research on the Quran: A Critical Bibliography is a bibliographical study of doctoral and Masters theses on the Qur’an in English with a synoptic view of these theses. The bibliography is specified under various sub-headings: Commentaries and Commentators of the Qur’an, Issues of the Qur’an Translatability, Contemporary Issues in the Qur’an, Comparative Religions/Scriptures and the Qur’an, Knowledge, Education and Ethics in the Qur’an, Western Scholarship and the Qur’an, The Qur’an in the Digital World etc.

Adi Shakti
The Mother Goddess
D. Jagannatha Rao
D. Jagannatha Rao is a distinguished educationist, numerologist and author. He was formerly Director in the Department of Education, Government of Karnataka.

Hinduism is the only major religion in the world which emphasises the worship of God in the form of the female divinity, popularly known as ‘Adi Shakti – the Mother Goddess’. The Mother Goddess is worshipped in various forms – as the Universal Mother, Uma/Parvati/Gauri as the consort of Shiva; Lakshmi as the consort of Vishnu and also as the goddess of wealth and prosperity; Saraswati as the consort of Brahma and also as the goddess of learning; Durga as the destroyer of all evil forces, etc. The Devi manifests in many dimensions – as Kaali, Lalita, Bhuvaneswari, Maha Maya – the great seductress, as Moola Prakriti – the primordial nature, etc. All this has led to the development of a rich and complex theology around the female divinity. Shaaktism considers Shakti as the motive force behind all action and existence in this phenomenal world. This book presents a bird’s eye view of all these issues in order to give the reader a general understanding about Adi Shakti – the Mother Goddess.

The Contributions of Abdur Raheem Kidwai to Qur’anic Studies
Abdur Kader Choughley
Abdur Kader Choughley is an independent Islamic scholar of contemporary Islamic thought in South Asia. His earlier works include Islamic Resurgence: Sayyid Abul Hasan Ali Nadwi and His Contemporaries (2011) and Sayyid Abul Hasan Ali Nadwi: Life and Works(2012).

A meticulous & unbiased reviewer, Prof. Kidwai has set new pathways to approach the meaning and essage of the the Qur’an. To this end, his two-volume Qur’anic reviews include a broad survey of Qur’anic literature in the twenty-first century. Kidwai’s Qur’anic worldview is succinctly expressed in one of his titles, God’s Word, Man’s Interpretations: A Critical Study of the 21st Century English Translations of the Quran. The present study assumes greater importance and relevance towards a coherent understanding of translations in today’s globalized and multifaith world.

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**Essence of Hindu Religion and Philosophy**

*D. Jagannatha Rao*

D. Jagannatha Rao is a distinguished educationist, numerologist and author. He was formerly Director in the Department of Education in Karnataka. He has also headed several committees on education in Karnataka.

This book aims to provide a bird’s eye view (along with a deeper understanding) of all aspects of the Hindu religion and its various philosophies to the general reader. The book also helps the students of Indology, Indian Studies and Ancient Indian History to get a comprehensive perspective about the Hindu religion. One important feature of the book is that it discusses the origins of the Vedic religion in the light of latest discoveries and evidences. The most important feature of the book however is the discussion of several prominent Hindu concepts according to their number symbolism unprecedented in any other book.

**God’s Word, Man’s Interpretations**

*A Critical Study of the 21st Century English Translations of the Quran*

*Abdur Raheem Kidwai*

Abdur Raheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.’s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK. He has been the Honorary Visiting Professor/Fellow at the Department of English, University of Leicester.

It evaluates the relative strengths and weaknesses of 30 English translations of the Quran which have come out recently, between 2000 and 2017. This assessment of the Quranic scholarship adumbrates several issues: translatability of the Word of God, translators’ ideological presuppositions and intrusions, the need and relevance of the English translation and the growing trends and changes in the field to which both Muslim and non-Muslim scholars alike have vigorously contributed. It also points out how the field of English translation of the Quran now serves as a new site for forging interfaith relations.

**The Life and Legacy of Saint Kuriakose Elias Chavara**

*John Mannarathara*

Saint Kuriakose Elias Chavara was like a torch that brightly shone in the wilderness and darkness of nineteenth century Kerala society. Under the searing light of his vision, the social and educational map of Kerala changed considerably. Saint Chavara distinguished himself as a social reformer and educationist. He is much acknowledged for his many literary works on diverse topics. He was not a preacher-priest but rather a doer-priest. He battled against the evils of society. He taught a strife-torn world what Christian charity meant. It is more than a century since Saint Chavara left us. Here is the saga of Kuriakose Elias, a kalari-bred boy from Kerala, the southernmost tip of India, who became Saint Chavara and transformed the society in which he lived into a powerhouse. In this illustrated book historians, journalists, cultural activists, poets and philosophers take a close look at this extraordinary human being who carried out his tasks with resolute dedication and whose accomplishments are legion.
Light on the Burnt Horizon
Chavara, The Reformer Saint
John Mannarathara

This book attempts to capture the contributions Saint Chavara made to elevate the socially and culturally stagnant 19th century Kerala to the progressive state that we see today. Kuriakose Elias Chavara's achievements make him immortal - as a priest, scholar, social reformer and pioneer. The reader is acquainted, through a rare collection of letters, exquisite paintings and definitive sketches, with the trajectory of the life of Chavara who lived in 19th century Kerala, and how he guided his flock to a social order that upheld the tenets of inclusion and justice. He was a littérateur, a torchbearer in the theatre movement, a frontiersman of mass literacy initiatives, a promoter of novelty who introduced print technology and successfully operated a press. He was a true secularist and nationalist whose activities reached every section of society irrespective of caste, creed or religion. He was a harbinger of the change that the society of his times was waiting for, and he successfully infused into Christianity the spirit of Indian culture. This exhaustive volume, in a highly systematic manner, initiates the reader on almost every aspect of the now canonized priest’s life.

Man, Morals and Self
A Philosophical Perspective
Ashok Vohra

One of the reasons for the general impression that philosophy is a challenging subject is that it deals with the fundamental axioms, presuppositions and starting points of all branches of knowledge, including religion. It deals with questions like, 'What is a person, what is the essence of person?' ‘Is a person essentially a soul – atman or brahman or a jiva or none of them?’ ‘Is the world real or is it merely an appearance?’ ‘Is it permanent or ever-changing?’ ‘Why do bad things happen to good people?’ ‘What is morality and why should one be moral?’ ‘What is it to be spiritual, does it differ from being religious or being moral?’ ‘Can there be just one or varieties of rationality to judge the merits of an argument or an act?’ ‘What is nirvana, moksa, kaivalya and the ways of attaining these states?’ ‘What is the philosophy of ecology?’ ‘What is the difference between need and greed?’ Man, Morals and Self: A Philosophical Perspective seeks answers to these questions from Indian and Western philosophical and religious, including Hindu, Buddhist and Jain, standpoints. It not only elucidates and examines in simple and lucid language the concepts used in the Vedas, Upanisads, texts of Buddhism and Jainism but also explains the key issues raised by modern thinkers like Swami Vivekananda, Swami Dayananda, Swami Sivananda, Sri Aurobindo, Mahatma Gandhi, Rabindranath Tagore and Jawaharlal Nehru, and contemporary thought leaders like Sri Sri Ravi Shankar, Swami Munji et al.
Mediating Islam and Modernity
Sir Sayyid, Iqbal and Azad

Tauseef Ahmad Parray
Dr Tauseef Ahmad Parray is presently working as Assistant Professor, Islamic Studies, Higher Education Department, Jammu & Kashmir (India). He holds his master’s, Ph.D. and postdoctoral in Islamic Studies from the University of Kashmir (2008), Aligarh Muslim University (2014), and Iqbal International Institute for Research & Dialogue (IRD), International Islamic University, Islamabad, Pakistan (2015), respectively. He has published in numerous reputed academic journals, magazines and newspapers.

An effort in mediating Islam and modernity, and reconciling traditionalism with modernism, this book—building on, and blending, the scholarship of past and present—brings together some major themes and issues of diverse nature (from educational and religious to political and contemporary issues) as propounded and promoted by Sir Sayyid Ahmad Khan, Muhammad Iqbal, and Abul Kalam Azad—the three pioneering and prominent South Asian modernist/reformist thinkers—within the broader context, and reveals their contemporary relevance.

Prapanch Kanya
Indian Philosophy in the Second Millennium

Ritu Kamal
Ritu Kamal is a bioengineer from Princeton University. She is currently working with HIV/AIDS patients in South Africa. She is the author of the prequel to this book, Panch Kanya, which was nominated for the International Dublin Literary Award, 2002.

Gopal Kamal
Gopal Kamal is a senior official with the Government of India. He is also a former scientist with BARC, Trombay, a philosopher, and the author of several books and articles on Indian philosophy and science.

In Prapanch Kanya the history of the last millennium gets re-written, with segues into Indian philosophy, network theory, the issue of the Gypsy Diaspora, South East Asian history and genetic research. The various aspects of Indian philosophy: Vyakarana, Mimansa, Nyaya, Dharmastra, Alankar and the Sciences are brought together holistically. Highlighting the contributions of the Indic civilisation to contemporary science and culture, this book draws parallels between the principles of Indian philosophy and the findings of advanced biology and genetics.

Quran Interpretation in Urdu
A Critical Study

Nazeer Ahmad Ab. Majeed
Nazeer Ahmad Ab. Majeed is Assistant Professor at K. A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh.

Written in association with K. A. Nizami Center for Quranic Studies, Aligarh Muslim University, Aligarh, India, this edited volume brings into light the robust tradition of tafsir in Urdu, which is next only to Arabic and Persian in both quality and quantity. Scores of tafsir in Urdu written in the last two hundred years, including the influential ones by Ashraf Ali Thanwi, Abul Kalam Azad, Abdul Majid Daryabadi, and Abul Ala Mawdudi have addressed, in their own varied ways, the challenges posed by Westernization, modernity and pluralism. This, in turn, underscores the timeless, universal message of the Quran which is valid for all time and place.
What is in the Quran?
Message of the Quran in Simple English
Revised & Expanded Edition

Abdur Raheem Kidwai

Abdur Raheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.'s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK. He has been the Honorary Visiting Professor/Fellow at the Department of English, University of Leicester.

Apart from the translation of the Quranic text into simple English, it also contains brief explanatory notes for those new to the Quran and Islam, which help in following better the contents of the Quran. This revised and expanded edition carries more than 400 explanatory notes, including 200 new ones, which elucidate things Quranic. This work introduces to readers the Quranic worldview, particularly, its position on such current issues as gender parity, peaceful coexistence, pluralism, social relationships with family and friends, and reaching out to the underprivileged. This work stands apart from those generally available English translations of the Quran which, being too literal or sectarian, hinder readers from understanding the Quran, the most widely read book in the world. It has all along been the book of guidance and law for billions of people and stands out as a literary masterpiece par excellence in Arabic, which has set the hallmarks of the Arabic language and literature. This book attempts to present in simple, fluent English the paraphrase of the meaning and message of the Quran, without claiming to be an exact translation. It, however, does not deviate from the intended meaning of the Quranic text. This new translation, together with its brief explanatory notes and bibliography, will help those who are new to the Quran and Islam.

After Utopia
Modernity, Socialism, and the Postcolony

Aditya Nigam

Aditya Nigam works with the Centre for the Study of Developing Societies, Delhi, India. He is interested in social and political theory and is associated with the Programme in Social and Political Theory at the CSDS.

After Utopia is an attempt to think new political practices and subjectivities in the twenty-first century. It recognizes that our present demands a reinvention of the great dream of a world beyond capitalism and a world without borders that marxism once dreamt of. It argues that if the world today has to save itself from impending all-round disaster, brought on by the ravages of capital and Empire, it must once again confront questions of class and property relations. It must also reclaim the earth from capital. But After Utopia is written with the deep awareness of the post-utopian world that we inhabit, where there are no fixed and ready-made answers to those questions that marxism once posed.
Ballots, Bullets and Bhikkus
The Role of Buddhist Sangha in Sri Lankan Politics and Ethnic Conflict

S. Y. Surendra Kumar

Dr. S. Y. Surendra Kumar is Assistant Professor at the Department of Political Science, Bangalore University, Bengaluru. He holds M. Phil. and Ph.D. degrees in South Asian Studies, School of International Studies, Jawaharlal Nehru University (JNU), New Delhi. He is a recipient of The Mahbub ul Haq Research Award and has published widely both nationally and internationally on issues related to Sri Lankan politics, ethnic conflict and foreign policy.

The book makes an attempt to analyse the Buddhist Sangha’s role in Sri Lankan politics and ethnic conflict. The Sangha’s role and growth before 1983 is also discussed in detail, as it laid the foundation for the Sangha to emerge as a potent force in Sri Lanka’s politics and played a vital role in the culmination of the ethnic conflict. In March 2018, the Sri Lankan government imposed the state of emergency and blocked the social media platforms to curb the violence against the Muslims in Kandy district. This emergency was the first since the end of the civil war. Although the alleged role of radical monks and Sinhalese-Buddhist outfits in this violence is ruled out, yet targeting the ethnic and religious minorities like Sri Lankan Tamils, Christians and Muslims is nothing new to the island. Apparently, the anti-minority violence and hate speech perpetuated by the radical monks and the Sinhalese-Buddhist chauvinistic outfits against Christians and Muslims have intensified in the post-2009 period. Hence, many wonder why a country which got its independence without any bloodshed and did not have violent political traditions underwent this kind of violence. Furthermore Sri Lanka’s dominant religion was Buddhism, and the Buddhist Sangha - preaching non-violence and peace - was highly influential. Yet, the society was afflicted with a protracted conflict and the Sangha itself contributed to the emergence of Sinhalese Buddhist nationalism, generating and legitimising intolerance, hatred and violence. In this context, the book attempts to analyse the role of Buddhist Sangha in Sri Lankan politics and the ethnic conflict by particularly focusing on the entire gamut of issues since 1983.

Civil Society
Views and Reviews

G. K. Rathod

G. K. Rathod has a Master of Commerce degree from Gujarat University. At present he is Law Officer in the Gujarat Government.

Contents: Introduction • Putting Civil Society in Its Place • Nationalism And Civil Society: Democracy, Diversity and Self-determination • Introduction to Civil Society and Government • Civil Society and the Politics of Identity • Civil Society and Democracy • Civil Society • Interpreting the Notion of Civil Society • Reconceptualizing Civil Society for Now: Some Somewhat Gramscian Turnings • Civil Society: Theory and Practice • Civil Society Debates in India: Civil Society Against Political Society? • Civil Society: Active or Passive? India • Religion in the Public Sphere • Overview of Civil Society
Community and History
The Early Narratives of Kerala

Sreenath Muraleedharan K.

Sreenath Muraleedharan K. is an Assistant Professor in the Department of English and Languages at Amrita University, Kochi Campus, Kerala, India. He has a Ph.D. in Comparative Literature from the University of Hyderabad.

The book is a study on community narratives which hinge on the interface of travelogue and history, through which evolves an important aspect of the history of Kerala. Through a close scrutiny of two early narratives, Tuhfat al-Mujahidin (16th century) and Varthamanappusthakam (18th century), the author tries to unravel some of the hitherto unnoticed contours of the cultural geography of the region from which evolved the state of Kerala. The two texts under analysis bring out the fact that the minority identities of the sixteenth century Mappila (Muslim) and the eighteenth century Nazrani (Christian) communities were shaped by religious imagination as against the nationalist assumptions. The study exemplifies the discursive convergence of the literary and the non-literary sources which could fruitfully be used in interpretation and inquiry especially in reading the past.

The Complexity Called Manipur
Roots, Perceptions & Reality

Brig. Sushil Kumar Sharma

Brigadier Sushil Kumar Sharma is an alumnus of the Army Cadet College and Indian Military Academy, Dehradun. He has graduated from the Defence Services Staff College, Wellington, and has attended the prestigious Higher Defence Management Course at Secunderabad. He has commanded an Infantry Battalion in High Altitude Area and a Mountain Brigade in Manipur. He was awarded the “Yudh Seva Medal” for leading the Brigade in Manipur. He was the Deputy General Officer Commanding of a Mountain Division in Assam. He has been awarded a Ph.D. from IGNOU for his study on Northeast India, and is presently serving with the CRPF as DIGP, Imphal Range.

Today there are myriad problems to be resolved in Manipur - the most important being the necessity to immediately bridge the divide by and large along ethnic lines, between people settled in the hills and those settled in the valley of Manipur.

The book has eleven chapters covering complex issues in Manipur like socio-economic roots and their linkages with history, factors sustaining the ethnic divide and areas of potential intervention for harmonization, development disparities, complex land rights, illegal taxation and extortion by the militants, the Naga Peace Accord and its connection with Manipur and some other contemporary issues. Although there is no easy solution, various strategies have been suggested by the author to enable Manipur to achieve harmonious coexistence which will lead to its speedy development.

Though there are several books written on individual issues confronting Manipur today, this book makes an endeavour for overarching analysis of the ground realities affecting the lives of the people living in this State. The core feelings, emotions and aspirations of the people are reflected in various surveys that have been conducted by the author. On the basis of these, an attempt has been made to suggest certain remedial measures which may help in resolving the issues plaguing the State.
Modern scholars have studied the political history of the Delhi Sultanate in detail since the colonial period. However, its cultural splendour has not received adequate attention, although the standards set during the Delhi Sultanate period in arts, architecture, literature and its currency retained their appeal and provided a reference point to the Mughals. The author probes into the complex socio-cultural phenomena and unravels less-known aspects of the Sultanate political economy, the process of urbanization, economy and trade and their impact on society.

The book covers most of the recent and advanced techniques for estimating demographic parameters for populations with limited and defective data. Direct and indirect estimation techniques to analyse data and estimates are compared, accompanied by illustrative figures. Consisting of nine chapters, the book starts with the introduction of demography with some fundamental concepts of rates and ratios, concept of stable population, demographic transition, analysis of age distribution by various polynomials along with some usual indices, estimation of mortality parameters and its adjustment by smoothing techniques to get the best possible estimates, and generating life tables based on two independent sets of survival probabilities by Brass Two Parameter Logit Life Tables System, reproductivity, estimation of fertility by Brass-Gompertz Relational Fertility Model, estimation of nuptiality parameters along with an alternative approach different from the recommended one, population projection, migration, and social and occupational mobility that has dealt with some stochastic approaches which will help the readers to understand the necessity for modelling events relating to life under a stochastic set-up as the Markov and semi-Markov models can readily explain many life situations properly.
Economic History of Early India

R. S. Sharma

R. S. Sharma is an eminent historian and scholar. He has taught at Delhi University and the University of Toronto and was a Senior Fellow at the School of Oriental and African Studies, University of London. Dr. Sharma has also been the University Grants Commission National Fellow and the President of the Indian History Congress.

Economic History of Early India brings together essays written by Dr. R.S. Sharma on the economic history operating in India from the earliest times to c. 1200 AD, and how the same influenced and shaped India’s politics and society of the times. Dr. Sharma deals with economic patterns evident during some of the better-known epochs of early India, covering the major dynasties of the subcontinent. The author identifies areas which require further analyses for the scholar, and deals with topics such as the economics of the caste system in Ancient India, and how urbanization first arrived. The book contains eleven chapters which include: material background of the Vedic warfare; seven stages of ancient Indian economy viz., (i) Harappan, (ii) Rigvedic, (iii) later Vedic, (iv) the period of c. 500–322 BC, (v) Mauryan, (vi) post-Mauryan (200 BC–AD 200) and (vii) Gupta. Also discussed are: modes of production; the north Indian economic life during the Gupta period; economic aspects of the caste system; the early medieval land grants with Rastrakuta examples; problems regarding the peasant protest; usury in early medieval times; different aspects of urbanism in early historic India; and economic trends and prospects in India upto AD 1200.

Explorations in Critical Humanities

A Collection of Essays

Sreenath Muraleedharan K.

Sreenath Muraleedharan K. is an Assistant Professor in the Department of English and Languages at Amrita University, Kochi Campus. He has a Ph.D. in Comparative Literature from University of Hyderabad. His areas of research are Travel Writing, Kerala Studies and Regional Literatures.

Devi K.

Devi K. is an Assistant Professor in the Department of English and Languages at Amrita University, Kochi Campus. She is finishing her Ph.D. in English Literature from Sree Sankaracharya University of Sanskrit, Kalady. Her areas of research are Body, Space and Gender and Sexuality.

This volume is a collection of critical essays in the newly emerged domain of Critical Humanities which offer new perspectives on a variety of topics by analyzing the processes of social inclusion and exclusion under the changed scenario of global integration. The overall purpose is to revise our critical apparatus in ways that are transculturally effective and socially embedded. The papers explore the problems and potentials for critiquing the domain of humanities. They seek to examine different topics which come within Humanities from the traditional point of view and multiple analytical procedures which were born out of the interdisciplinarity – an approach which has been fortifying studies in the humanities for quite sometime. They represent diverse areas of study: literature, politics, sociology and ecology and related subjects such as sports, popular and counter culture, gender and sexuality, identity, displacement, disability, ethnicity, education, food culture, liminality, Dalit, subaltern concerns, narrative modes and associated topics. The papers make an incisive inquiry into several issues in the above areas and put across refreshingly dynamic insights, which would definitely inspire further research in Critical Humanities.
Federalism and Decentralisation in India for Better Governance

A. V. Satish Chandra

A. V. Satish Chandra is a Professor in the Department of Political Science, Osmania University, Hyderabad and is also the Coordinator of the University with Potential for Excellence Centre for Advanced Research and Training – Governance and Development.

This book looks at how federalism is the best form of decentralization and how the adoption of federalism will take governance closer to the people and therefore how it will positively impact on the developmental processes. The book however, also has caveats which it puts in place to say that federalism if wrongly understood or wrongly implemented can produce results which are contrary to what is expected. The material of the book is not the wisdom of one person but that of many who have dedicated a major part of their professional lives to understanding the concept of federalism in conjunction with development. Out of the many, some are very senior and are considered doyens in the field while others are relative youngsters who are doing a stunning job of understanding the different forms of federalism and how they lead to development. This is the third book being brought out by the UPE (University with Potential for Excellence) Centre for Advanced Research and Training - Governance and Development, and its features the thoughts and writings of some of the best scholars in the country, in paper form.

Feminist and Orientalist Perspectives

A Study of Lady Mary Montagu’s Turkish Embassy Letters

Farha Hiba Parvez

Farha Hiba Parvez teaches in Jamia Millia Islamia. Born in Jeddah, Saudi Arabia, she has studied in India, Bangladesh and Maryland, USA. She chose English literature as her discipline, graduating from Aligarh Muslim University, India. She obtained her Master’s in English from Jamia Millia Islamia and came back to her alma mater to earn her doctoral thesis. Being specially interested in literary orientalism, she chose the topic of Turkish Embassy Letters written by an exceptional woman writer of eighteenth century England for her research. Dr. Hiba has continued her literary pursuits in the area of women’s writing in English and Orientalism.

Lady Mary Wortley Montagu was one of the most remarkable writers of eighteenth century England. Her best-known work is her collection of Turkish Embassy Letters, written between 1716 and 1718, when she accompanied her husband to Constantinople, where he was serving as Ambassador. These letters are the focus of Farha Hiba Parvez’s fascinating study, in which she examines the letters from a variety of perspectives, ranging from the biographical to the rhetorical. The portrait of Lady Mary that emerges from Dr. Hiba’s account is of a perceptive woman who rose above the restrictions of her class and gender to explore the world of the Ottoman Empire, taking full advantage of her access to women associated with the Ottoman court.

Scholars and students of literature in particular and activists of interfaith dialogue and trust-building will find this book useful.
From Centralized Government to Decentralized Governance

A. V. Satish Chandra

A. V. Satish Chandra is a Professor in the Department of Political Science, Osmania University, Hyderabad and is also the Coordinator of the University with Potential for Excellence Centre for Advanced Research and Training – Governance and Development.

This book features the top minds of the country deliberating and discussing and in the process agreeing with some arguments while disagreeing with others. This is the first in a series of transcribed books that the UPE Centre for Advanced Research and Training - Governance and Development of the Osmania University is proposing to bring out. This book results from the transcripts of the recording of the whole proceedings in the spoken form, subsequently transcribed keeping in view the necessity to have correct syntax and semantics of spoken discussion. The book is not about laying definitive paradigms of either governance or development; it is about disabusing people of the notion that such a prescription is possible. All the arguments in the book look microscopically at the pros and cons of decentralized governance which is recently being suggested as the panacea for all the problems of the country. The book with its arguments also demonstrates that there is no one form of decentralization and also about how in the name of decentralization increasing centralization is being carried out. This book seeks to inform readers sufficiently to walk away from deliberately created stereotypes and look deeper into the actual workings of both government and governance and see if they are able to generate a sustainable form of development that does not just serve the purpose of the top echelons of society but also those of the bottom layer where most people are not even aware of their entitlements given to them by the Indian Constitution.

Governance & Citizenship

Tapan Biswal

Tapan Biswal is Associate Professor, Department of Political Science, School of Open Learning, University of Delhi, India. He has been teaching undergraduate, honours and postgraduate students for over two and a half decades. Dr. Biswal is currently engaged in a major research project on “Contextualizing Civil Society in Africa” approved by the University Grants Commission.

The book Governance and Citizenship traces the historical trajectory of the evolution of the notion of state and the art of changing contours of governance while delving into the various debates and theorisation on the subject area from a globalized perspective. The book tries to locate the Indian State and the changing characteristics of governance and citizenship. A sincere effort has gone into exploring the eluding issues like poverty, migration, unemployment, institutional arrangement and policy initiatives to deal with such issues. The transition from lacklustre governance to good governance is eagerly awaited.

Contents: Theorizing State, Governance and Citizenship • The Concept of Good Governance • Citizens and Their Rights and Obligations • Law Enforcement and Administration of Justice • Rural and Urban Governance: Access to Opportunities and Amenities • Institutional Initiatives Towards Good Governance
How Secular is Indian Politics?

Nazrul Islam

Dr. Nazrul Islam is Additional Director General of Police, West Bengal. He is the author of 72 books, including Islam 9/11 and Global Terrorism. Some of these have been translated to other languages. He was awarded ‘Ananda Puraskar’ for his book on Hindu-Muslim Relationship in Bengal (1995), ‘Sarat Puraskar’ (1998) for his critical writings, ‘Susila Devi Birla Puraskar’ (1999) and ‘Mitra-Ghosh Puraskar’ (2010) as an eminent writer. He is the founder Chairman of the NGO, ‘Basantapur Education Society’.

What happens when one’s ability no longer decides one’s position in the social hierarchy? What happens when our Constitution, which de jure professes to be secular, fails to live up to it at the de facto level? The history of the largest democracy in the world is one of discrimination and exclusion. The author attributes this collapse to the deeply embedded Varna and Jati system that is further perpetuated by the ones in power. Besides offering a compelling study of the origin of social discrimination, the author exposes the anatomy of contemporary communal politics. Some of the bold questions raised by him relate to the disproportionate historical and political prominence accorded to Gandhi and Nehru at the expense of other deserving figures like Ambedkar and Jinnah.

Human Rights, Gender and Environment

Tapan Biswal

Dr. Tapan Biswal is Reader in the Department of Political Science, School of Open Learning, University of Delhi. He did his postgraduation, M.Phil. and Ph.D. from the University of Delhi. Dr. Biswal has been teaching political science at the University of Delhi for the last 17 years.

This book is aimed at provoking penetrating inquiry into the contours of human rights, gender and environment issues in India. It tries to treat comprehensively the vast canvas of subject areas. Treating the subjects objectively, the contributors avoid rhetoric altogether. The persuasive arguments enable the curious and probing minds to evolve critical thinking and a rational approach to the society. While human rights, gender and environment have been treated separately and comprehensively, one can discern a common thread running through all these sections showing their interrelated nature.
India China Relations
The Border Issue and Beyond

Mohan Guruswamy
Mohan Guruswamy, Chairman and Founder, Centre for Policy Alternatives, New Delhi, India, has over three decades of experience in government, industry and academia. He was educated at Osmania University, Hyderabad, India; John F. Kennedy School of Government, Harvard University; Fletcher School of Law and Diplomacy, Tufts University; and Graduate School of Business, Stanford University.

Zorawar Daulet Singh
Zorawar Daulet Singh is an International Relations Analyst based in New Delhi, India. He holds a Master’s degree in International Relations from the School of Advanced International Studies, Johns Hopkins University.

This book must be viewed as a policy relevant document rather than an abstract historical research paper. The authors have revisited the seemingly intractable India-China border dispute from a contemporary conflict resolution perspective and thus are relatively detached from the historical baggage that has so often influenced other commentaries on this controversial subject. The great natural defensive line of northern India, the mighty Himalayas, separating Tibet from north-east India, is a barrier which, by tradition, was impenetrable. This defensive line is embodied by the 1914 Line, India’s non-negotiable interest. Thus, from an Indian perspective, it can never be conceived that its frontiers with China are ever formalized on the Brahmaputra plains. Further, the 1914 alignment, aside from its strategic sanctity, also upholds the ethnic and linguistic affinities to people south of it, who are distinct from the homogenous Tibetan or Han people. Similarly, from China’s perspective it too is in possession of its non-negotiable interest – the Aksai Chin plateau. And therein lies the essence of an east-west swap.

“...eminently readable, even instructive.”
—Inder Malhotra, Editor, The Times of India

India on the Move

V. K. Sharma
Virendra Kumar Sharma graduated as a mechanical engineer from Punjab Engineering College and did his Master’s in Business Administration from the Faculty of Management Studies, New Delhi, India. He has over 50 years of experience as a trainer, assessor and researcher in Human Resource Management. V. K. Sharma has also participated in several international seminars and conferences, including those held in London, Malaysia, Singapore and the USA. In the 50 years of his professional career he has worked for leading companies like SAIL, Goodyear and JK Tyre.

This book is a fact-based look back at India’s six-plus decades of democratic journey. In spite of a slower and messier movement of democratic working, our scorecard is not something to be laughed at. It is something to be proud of. The aim of the book is to apprise readers where we started from and where we are today, irrespective of the parties in power. On hindsight it can always be said that what has been achieved should have been achieved earlier. That’s fine - that is how we would learn as a nation and improve. It is only six decades ago that we stepped out of near two centuries of colonial rule by the British. As part of making sense of contemporary India, it should be a profitable exercise to have a brief look at pre-colonial India, which is the subject of the first chapter and it should be very interesting to scan the many clever empire building strategies employed by the British for their hegemony of a large part of the world for a considerable period of time, which is unique.
Indian Politics in the Twenty First Century
Electoral Politics Plus Deliberative Politics – The Way Forward

A. V. Satish Chandra
A. V. Satish Chandra is a Professor in the Department of Political Science, Osmania University, Hyderabad and is also the Coordinator of the University with Potential for Excellence Centre for Advanced Research and Training – Governance and Development.

This book looks into the positives but also the negatives that democracy in the present contains. It also goes on to prescribe changes and enhancements that can be made to the existing concept of democracy to make it better and more representative than it is today. In doing so it also puts the idea of education at the centre of things and demonstrates how a good education system can be used for the enhancement of representation in a democracy. So this book is as much a treatise about education as it is about democracy and politics and the shape they need to take in the 21st century.

The book takes a look at various developments in Indian politics. Its inspiration came from the way in which the separate Telangana state was created but it does not confine itself to this aspect. This aspect forms a minuscule aspect of the book. The book actually tries to understand how Indian politics have become stratified along the lines of caste mainly and also along the lines of regionalism. It then tries to understand the systemic failures that have led to this situation which began around 1989 with the V. P. Singh government trying to use the Mandal Commission Report to gain an upper hand over Devi Lal but ending up in making the BJP a national force and alternative to the Congress. It talks about the evils that have happened and are likely to happen if things are allowed to continue in this way.

Infrastructure Development and Financing
Including Social Infrastructure: Issues and Challenges

Nand Dhameja
Prof. Nand Dhameja is Fellow from IIM Ahmedabad. Currently, he is consultant professor at Indian Institute of Public Administration, New Delhi. He has vast experience in training, research and consultancy.

Sarika Dhameja
Sarika Dhameja is a professional chartered accountant and was a Director in one of the ‘Big Four’ professional services firms in India.

The study is a comprehensive one as it covers different segments of infrastructure like, education, prison privatisation, power and transport sectors. Though higher education in India has expanded over the years and it has great potential and opportunities in terms of export of higher skill services, it is in crisis due to falling quality, unemployable graduates and dismal performance. Likewise, though transport system in India has registered growth, it has many bottlenecks, constraints and inadequacies. Various case studies including Delhi Metro, Noida Toll Bridge, IGI Delhi Airport, Delhi- Gurgaon NH-8, and short cases relating to urban development have been discussed to illustrate the adoption of PPP approach; to highlight areas of interest and concern; and also various policy issues relating to development and financing of infrastructure.
Invisible Children
A Study of Policy Exclusion

Mithu Alur
Dr. Mithu Alur, is the founder chairperson of The Spastic Society of India - now rechristened ADAPT - Able Disable All People Together, educator, disability rights activist, researcher, writer and published author on issues concerning people with disability in India.

The book investigates a particular Government of India policy known as the Integrated Child Development Scheme (ICDS). The ICDS operates amongst the poorer sections of the population in India, for pre-school children in the age range of 0-6 years. Although it states that it is for “all” children, it does not in practice address the question of disabled children. The research examined why and how such a major social policy in the country has segregated the disabled children from its agenda. The findings indicate the gap between policy stated and policy enacted and focus on the lack of cohesion in the directives for the implementation of inclusion into practice.

Islam 9/11 and Global Terrorism
A Study of Perceptions and Solutions

Dr. Nazrul Islam
Dr. Nazrul Islam is Additional Director General of Police, West Bengal. He is the author of 72 books. Some of these have been translated to other languages. He was awarded ‘Ananda Puraskar’ for his book on Hindu-Muslim Relationship in Bengal (1995), ‘Sarat Puraskar’ (1998) for his critical writings, ‘Susila Devi Birla Puraskar’ (1999) and ‘Mitra-Ghosh Puraskar’ (2010) as an eminent writer. He is the founder Chairman of the NGO, ‘Basantapur Education Society’.

Islam 9/11 and Global Terrorism is a brilliant exposition of a growing perception that post 9/11 more Muslims are taking to terrorism. It is a pioneering attempt to comprehensively examine this issue right from the theological origins of political Islam to Islamic faith, beliefs and tradition, from what motivates a terrorist, to the concept of Jihad versus the concept of tolerance.

This book intelligently unscrambles the cross-currents of Muslim nations from the oratory of its manipulators to its actual reality. It also explores issues like historical roots of bitterness towards the West that seems to dominate these nations, and the reasons for the increasingly rigid rejection of modernity by many in the Muslim World.

Nazrul Islam presents the tenets of Islam in a secular manner which unfortunately has not been very visible in the current debate over Islam and Terrorism. This is an essential reading for anyone who wants to understand the dynamics of this debate.

Contents: 9/11 and Attention to Islamic Terrorism • Terrorism Explained • Misleading Terminologies • Is There ‘Islamic Terrorism’? • What Is Leading More Muslims to Terrorism • The Way out of the Vicious Circle • Conclusion • Appendices
Minority discourses provide differential, conceptual and theoretical frameworks for questions of identity based on gender, caste, race, class and ethnicity, as well as political and linguistic factors. They underline social and cultural pluralism in contemporary liberal democratic societies which often homogenize citizenship while simultaneously upholding discursive master-narratives that privilege domination and subordination by majority groups. Modern secular states attempt to transcend pluralism through principles of social cohesion while at the same time ironically organizing ideological categories based on prevailing ruling classes. Minority Discourses in India: Narrating Centers and Peripheries makes an effort to investigate varied texts, contexts and narratives of marginality in order to represent the heterogeneity and intersectionality of emerging minority discourses in India. The themes the writers have chosen to discuss are varied and reflect the diversity that the Indian subcontinent is. Problems encountered on the basis of caste, community, religion, gender, language and several other identities and categories that are integral to human living are investigated into and an attempt at negotiation through these papers is evident.

Muslim Woman
What Everyone Needs to Know

Abdur Raheem Kidwai
Abdur Raheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.'s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK. He has been the Honorary Visiting Professor/Fellow at the Department of English, University of Leicester. He has delivered lectures on Literary Orientalism at the Universities of Oxford, Mauritius, Sunderland and Leicester.

Juhi Gupta
Juhi Gupta is Assistant Professor at the Centre for Women’s Studies, Aligarh Muslim University, Aligarh. She obtained her Ph.D. on the lives of Muslim women in India from Jamia Millia Islamia, New Delhi. She is an avid researcher and a proponent of gender issues. Her first book titled The Future of Indian Muslim Women: Fatwa versus Feminism was published in 2012. She has recently co-authored a reference book titled NTA UGC-NET Women’s Studies (Paper-II) Exam Guide (2019).

Muslim Woman: What Everyone Needs to Know examines various aspects of the lives of Muslim women particularly in education, career, personal law, economy, social relations, etc. It is a compilation of chapters, analysing various issues concerning Muslim women, while taking into account the Quranic perspective. It establishes how true Islam is both contemporary and liberal and bestows upon Muslim women the same status as men. The chapters seek to answer questions which are rooted in widespread misperceptions about Muslim women. It attempts to help the readers learn about the Islamic stance on women and how it has been misconstrued down the ages resulting in various misconceptions and misinformation about Islam itself.
Old Wisdom and New Horizon, Vol. XV, Part 5
History of Science, Philosophy and Culture in Indian Civilization

D. P. Chattopadhyaya

D. P. Chattopadhyaya has studied, researched on law, philosophy and history and taught at various universities in India, Asia, Europe and USA from 1954 to 1994. Founder Chairman of the Indian Council of Philosophical Research (1981-1990) and President-cum-Chairman of the Indian Institute of Advanced Studies, Shimla, India (1984-1989), Chattopadhyaya is currently the Project Director of the multidisciplinary 96-Volume Project of History of Indian Science, Philosophy and Culture and Chairman of the Centre for Studies in Civilizations.

Manoj Kumar Pal

Manoj Kumar Pal, an internationally reputed nuclear scientist, served as a Director of the Saha Institute of Nuclear Physics, Kolkata from 1983 to 1992, and was subsequently a Senior Scientist under the retired scientists’ project of the Council of Scientific and Industrial Research, India, till 1997.

This book by an internationally reputed Indian scientist traces the developments of Science, Religion and Philosophy in human civilization through the ages. The common underlying bond – more specifically, a linkage of philosophy with both science and religion – has been examined incisively. All the three sub-areas of human culture have been presented from a holistic point of view, and at the same time, stressing some of their irreconcilable basic differences in scope and outlook. Meant primarily for general readers, the book achieves a fine balance between basic concepts, historical evolution and a critical unbiased analysis of rituals, dogmas, unresolved queries and it leads to an enlightened view of ‘humanism’, ‘Nature’, ‘Unity of man’, need for a new paradigm of social and political order transcending globalisation and control of resources of weaker nations by supremacy in global power equation.

Parliamentary Standing Committees in India
Role and Relevance

Shimla

Dr. Shimla has two Master’s degrees in English Literature and Political Science and a Doctorate degree. She is Director of Lok Sabha Secretariat.

The book is a unique endeavour to assess the working of Parliamentary Committees in India. The author has aptly used both quantitative and qualitative instruments whilst analysing the functioning of the parliamentary committees. More specifically, the focus has been on qualitative analysis of the Committees’ contributions in ensuring the executive accountability, legislative processes and policy formulation. The book, which covers the functioning of the Departmentally Related Standing Committees of the 14th Lok Sabha in general, has more specifically reflected on the functioning of two most important Committees related to the Ministry of Health & Family Welfare and the Ministry of Human Resources Development.

Contents: Parliament and Parliamentary Democracy in India • Parliamentary Committee System in India: Structure, Role and Functions • Parliamentary Committees and Governmental Accountability • Parliamentary Committees and Legislative Process • Role of the DRSCs in Evolving Socially Relevant Policies and Governance • Conclusion • Bibliography

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Personas of Holy Pretence
Zahir Kaleem
Born in 1949 in the city of Quetta in Pakistan but educated in the city of Lahore, Pakistan, Zahir Kaleem served in public service of his country from 1973 for 23 years before being selected as Executive Director by the Commonwealth’s tax organisation in London.

This book is a psycho-political analysis of the negatively changed world especially post 9/11. Almost all sides have been afflicted in varying ways and degrees. This analysis compares the proud society in Pakistan that existed over three decades ago with the current intolerant crowd. Most analysis applies equally to Muslims in general, perhaps others too because human behaviour is largely universal. The book contains suggestions for reigniting dormant thought processes and injecting positive thinking.

Perspectives on National Integration
A Trilingual Book: English • Hindi • Urdu
Mirza Asmer Beg
Mirza Asmer Beg is Professor of Political Science at the Aligarh Muslim University, Aligarh, India. He is the recipient of several international awards and fellowships. He has written more than twenty five research papers in national and international journals. He has also contributed several papers to books published in India and abroad.

Abdur Raheem Kidwai
Abdur Raheem Kidwai is Professor of English and Director at the UGC Human Resource Development Centre and K.A. Nizami Centre for Quranic Studies, Aligarh Muslim University, Aligarh. He has two Ph.D.’s to his credit in English: one from Aligarh Muslim University and the other on Lord Byron’s Orientalism from the University of Leicester, UK. He has been the Honorary Visiting Professor/Fellow at the Department of English, University of Leicester.

This collection of essays looks at the philosophical, historical, political and cultural dimensions of national integration. It also suggests ways to check the growth of disintegrative tendencies in India and strengthen the forces of integration.

Portuguese Presence in India during the Sixteenth and Seventeenth Centuries
Yogesh Sharma
Dr. Yogesh Sharma, Ph.D. from l’Ecole des Hautes Etudes en Sciences Sociales, Paris is Associate Professor at the Centre for Historical Studies, J.N.U. His field of research includes the European Traders and Indian Commercial and Maritime History.

José Leal Ferreria
Dr. José Leal Ferreira has taught Portuguese language and Latin American History at J.N.U. for several years. He has also taught at the Portuguese Cultural Centre and other institutions.

These essays examine the nature of social urbanism, aspects of agricultural production, and nature of responses to the propagation of Christianity by the Portuguese Catholic Church. It examines the changing role of the Jesuits, the role of ecclesiastical establishments such as the bishoprics and the misericórdia; the crisis faced by the Portuguese from the mid-seventeenth century onwards following their conquest by the Dutch Company in the Coramandel Ceylon macro-region. It examines the emergence of Madras as a key area of settlement for the displaced. It also comprises of the translated texts letters, representations, reports pertaining to different regions of Portuguese India.

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Reforming the United Nations

Nazrul Islam

Dr. Nazrul Islam is Additional Director General of Police, West Bengal. He is the author of 72 books. Some of these have been translated to other languages. He was awarded ‘Ananda Puraskar’ for his book on Hindu-Muslim Relationship in Bengal (1995), ‘Sarat Puraskar’ (1998) for his critical writings, ‘Susila Devi Birla Puraskar’ (1999) and ‘Mitra-Ghosh Puraskar’ (2010) as an eminent writer. He is the founder Chairman of the NGO, ‘Basantapur Education Society’.

Over the years the UN has become a puppet in the hands of veto-wielding Big Powers of the world. Analysing the fundamental flaws of its constitution, Nazrul Islam launches an unsparing yet well-informed condemnation of the UN and its partial policies. Why does the UN continue to fail? When did the rot set in? If not the UN, then what? In the context of India’s bid for a permanent membership of the Security Council, Nazrul Islam’s opinions are bound to start off a whole new debate about the future of this most significant world organization.

Research Methods in Social Science, 2nd Edn

Revised & Updated

P. K. Majumdar

Dr. P. K. Majumdar retired from the Department of Sociology, Kalyani University, West Bengal. He has published a large number of research articles in reputed journals and is the author of a few books as well.

The book highlights the norms and the rules a research scientist ought to adhere to in a social discourse and it also delves with issues like “Why study research methodology?” to most of the conventional topics as research design, sampling, data collection techniques, scaling and measurement issues, data analysis and data storing using computer support. Salient features of the book are: Emphasis on field-oriented research • Sample and research design • Technology of questionnaire and attitude scale construction • Multivariate approach in research analysis • Computer support for data storage and analysis

The Ruling Elite

Iranian Nobility Under Shahjahan and Aurangzeb

Mohammad Afzal Khan

Mohammad Afzal Khan studied at Aligarh Muslim University, Aligarh, for his honours and postgraduate degrees in medieval Indian history, and also obtained his M.Phil and Ph.D. degrees in history. His main area of research is the socio-cultural and political history of sixteenth- and seventeenth-century Mughal India, on which he has published a number of research papers in Indian and international journals as well as edited volumes. He retired as Professor of History from the Centre of Advanced Study in History, Aligarh Muslim University.

This book is the first and most comprehensive study of the Iranian nobility, who constituted the largest and most powerful component of the Mughal ruling class during the reign of Shahjahan and Aurangzeb. Based on first-hand research into original Persian sources, the book covers important topics like immigration from Iran under Shahjahan and Aurangzeb, the position of Iranians vis-a-vis other racial groups, the stratification of the nobility, family details of some of the prominent Iranians and the Iranian influence on Mughal art and architecture, in addition to giving a general historical account of the period.

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Security Challenges in the Asia-Pacific Region

The Taiwan Factor

M. J. Vinod

M. J. Vinod is Professor, Department of Political Science, Bangalore University, Bangalore, India. His research expertise includes India-United States relations, nuclear issues, South Asian security in terms of its larger ‘regional’ and ‘extra-regional’ dynamics and Indian foreign policy.

Yeong-kuang Ger

Yeong-kuang Ger obtained his Ph.D. from the University of Wisconsin-Madison. He was granted the “Ten Outstanding Young Persons Award of the ROC” in 1993. He won the Dr. Sun Yat-sen’s Academic Book Award in 2005. He has been nominated by the President Ma Ying-jeou as a member of the Control Yuan in 2008.

S. Y. Surendra Kumar

S. Y. Surendra Kumar is Assistant Professor, Department of Political Science, Bangalore University, Bangalore, India. He has completed M.Phil. in South Asian Studies from the School of International Studies, Jawaharlal Nehru University (JNU), New Delhi, India.

The security environment in the Asia-Pacific region has become highly complex since the end of the Cold War. This book explores five main areas: Taiwan in the international arena; Taiwan’s relations with its neighbours; US-Taiwan relations; India-Taiwan relations; and Taiwan’s domestic politics. It aims to stimulate more serious and progressive thinking on the entire region in relation to Taiwan.

The contributors to this book have located the ‘Taiwan factor’ within the larger security dynamics of the Asia-Pacific region. The book will be useful for those interested or engaged in research on the Asia-Pacific region.

Contents: Taiwan: An Overview • Taiwan in the International Arena • Taiwan’s Relations with Its Neighbours • US-Taiwan Relations • India-Taiwan Relations • Domestic Politics in Taiwan

*Prices are subject to change without prior notice*
Third Curve
Saga of Women and Child Development – Gujarat

Sandeep Singh
Sandeep Singh is a postgraduate in Rural Development from XISS, Ranchi, India. He has also specialized in Media Planning from MICA, Ahmedabad, India and in General Business Management from IIM, Bangalore, India.

This book is an attempt to take the readers through the process of Women and Child Development in Gujarat. It is about programs and leadership in Women and Child Development in Gujarat. This is not a chronological account of campaigns and schemes, but yes, it is a statement of the ‘achievements’ of the programs; it is an attempt to sketch the evolution of the thought process and the transitions within it.

Gujarat has followed a pathbreaking model of development.

Women and Child Development in Gujarat has gone way beyond statistics and become an established model that needs to be emulated without any doubt.

Contents:
Introduction • Designing Want Based Programs • Designing Need Based Programs • Case Study: Need and Want Based Program • Judgment • Third Curve • Narendra Modi Model for Women and Child Development • Annexure • Reference

Unity in Diversity (5 Vol Set)
Learning from Each Other

John Kincaid
John Kincaid is Senior Editor of the Global Dialogue on Federalism, a joint project of the Forum of Federations and International Association of Centers for Federal Studies.

Rupak Chattopadhay
Rupak Chattopadhay is Senior Director, Global Programs and Head, International Conferences at the Forum of Federations.

Paul Morton
Paul Morton was the Programme Manager for Africa with the Forum of Federations in Ottawa, before returning to study law in the UK. He is currently training as a solicitor with a law firm in Edinburgh, UK.

Ronald L. Watts
Ronald L. Watts is Principal Emeritus, Professor Emeritus of Political Studies and Fellow of the Institute of Intergovernmental Relations at Queen’s University. He was Assistant Secretary to the Cabinet for Constitutional Development (Federal-Provincial Relations Office) with the Government of Canada.

This set of five handsomely produced volumes deal with significant issues in contemporary federations and would be of interest to those working in all federations, old and new: practitioners, teachers and students of federalism and forms of government, and scholars. Each volume deals with the overall theme of the reconciliation of diversity and unity.

Warfare, State and Society in South Asia
(500 BCE – 2005 CE)

Kaushik Roy

Kaushik Roy is an Associate Researcher at the Centre for the Study of Civil War (CSCW) at International Peace Research Institute, Oslo (PRIO). He is also a Lecturer at the Department of History, Presidency College, Kolkata, India.

This comprehensive collection of scholarly writings in military historiography focuses on the relationship between war, state and society in Indian history from ancient to modern times. It not only throws light on the social and cultural aspects of warfare but also includes analytical studies of operations, battles, doctrines and command. This volume attempts to chart the linkages between military hardware and the changing nature of warfare. This book also covers wars conducted by stateless marginal groups. Besides being an authoritative reference for students and scholars of South Asian history, Indian Ocean Studies, International Relations and Political Science, it will also interest military officers and the strategic community.

Women in India
Trials and Triumphs

Shweta Prasad

Shweta Prasad teaches Sociology at the Banaras Hindu University, Varanasi, India from where she obtained her M.A., M.Phil. and Doctoral degrees in Sociology. She has done research in collaboration with CWS&D, BHU, IRRI, Philippines, USAID, Bill & Melinda Gates Foundation and the World Bank. Her research interests include violence against women, women and work, and the various aspects of technology-women interface.

This book portrays the problems faced by Indian women in keeping pace with the rapidly evolving society and accompanying social values. Issues discussed are: Female foeticide • Women’s education • Domestic violence • Structural violence by patriarchal systems • Portrayal of women in print and electronic media and literature • Micro-financing and development of self-help groups • Indigenous technology for women’s aid • Witch-hunting and survival strategies in rural, and urban world.

Lessons in Journalism
The Story of Pothan Joseph

T. J. S. George

T. J. S. George has achieved distinction internationally as a professional author and biographer. His books includes Krishna Menon (1984), Lee Kuan Yew’s Singapore (1973), The Life & Times of Nargis (1994) and MS: A Life in Music (2004). He is the founder-editor of Asiaweek (Hong Kong) and is also actively involved as a journalist in The New Indian Express. For his contribution to literature and education he was awarded Padma Bhushan by the Government of India in 2011.

The story of Pothan Joseph is the story of India’s nationalist press and the historic role it played before today’s apolitical corporate pop-press took over. Joseph’s daily column “Over a Cup of Tea” was legendary. He gave solid grounding to three major dailies – Hindustan Times, The Indian Express and Deccan Herald. He was also the first to demand that journalism be recognized as a learned calling. Joseph’s extraordinary career highlights the importance of professionalism, scholarship, and basic values. There are lessons here that override present-day commercialism, for neither commodification nor the internet can invalidate journalism’s basic values. That is what makes this biography relevant to today’s journalists and students alike.
The Special Correspondent
A Handbook for Reporters
New Revised Edn

Dilip Awasthi
Dilip Awasthi started his career with The Pioneer, and is one of the few journalists who have worked in all major forms of the media—newspaper, magazines, the Internet and television. He is an expert on U.P affairs on the panels of Doordarshan, NDTV and Aaj Tak and has anchored the political capsule Shatranj ke Khiladi on Eenadu TV.

This book will make the students of journalism and the budding journalists know and feel how it works outside a classroom situation. This revised and updated edition includes a chapter ‘Headlining the story’, covering an important area of news editing.

"Journalists and students will find the book appealing."
—The Asian Age

12 Management Skills for Success

Ram Narain
Ram Narain, wears many hats. He is a practicing manager, trainer and an author. He has trained large number of managers and supervisors in core management skills at Qatar Public Telecommunication Corporation, Doha and at Advanced Level Telecommunication Corporation (ALITC), Ghaziabad, India. His earlier two books ‘Reengineering the System & Processes’ and ‘An Efficient Manager’ received rave reviews in the media and had been widely acclaimed.

This book will help you: Enhance your effectiveness at workplace and out of workplace • Improve your interpersonal relations • Become a better communicator • Become a better presenter • Improve the performance of the organisation where you work • Become a better negotiator • Become a better manager and leader • Improve the quality of your work

Ancient Yet Modern
Management Concepts in Thirukkural

V. Irai Anbu
V. Irai Anbu is an IAS officer, writer, columnist, educator and motivator. He has written over 40 books in both Tamil and English so far, which include a short story collection, collection of creative parables, a long poetry, poetry collections and collection of articles for various journals and magazines. He has the following degrees: B.Sc. (Agriculture), M.A. (English), M.A. (Labor Management), M.Sc. (Psychology), M.B.A., Hindi (Praveen,) Ph.D. (Business Administration) and Ph.D. in Comparative Literature (parallels in the works of Thiruvalluvar and Shakespeare)

‘Ancient Yet Modern’ - an epithet that epitomizes the range and depth of the timeless Tamil Classic Thirukkural, some 2000 years old. Its universalism and profound psychological and philosophical insights make it vibrantly relevant to this day. This book situates the management concepts in Thirukkural in the context of today’s conceptual modules. Striking similarities emerge. This work is marked by depth of scholarship, rigorous analysis and sensitive insights.

Contents: Thirukkural – An Overview • Human Resource Management – A Profile • Management Aspects in Thirukkural – An Analysis • Manpower Planning and Development – Thirukkural’s Approach • Leadership in Thirukkural – Motivators in Modern Business • Empowerment of Managers – The Thirukkural Way • Epilogue
Applying the Branding Iron

Kartikeya Kompella

Kartikeya Kompella has spent 14 years in India looking at brands from the perspective of an advertising professional, brand consultant, marketing practitioner and DM consultant. He went on to be nominated for the John and Mary Goodyear award for Excellence in International Market Research.

This book is a collection of papers and articles written by the author on branding. Kartik Kompella takes you on a journey in the world of the branding with such in-depth knowledge and understanding of unleashed forces of brands. This book is for you who are looking for hands-on inspiration when implementing your brand, in a richer and more effective way. Contents: Applying the Branding Iron • Can Story-Telling Help Your Brand? • Why Should Brands Build Traditions? • Steps to Creating Powerful Brand Websites • How to Use ‘Causes’ to Build Brand Equity? • The Celebrity as a Brand. • Internal Branding • How Does Advocacy Work for Brands? • Branding for Non-Profits • Building Nation Brands with Pride • Pharma Branding. • The Role of Emotion in Branding. • The How and Why of Heritage Branding • What Investors Should Know about Branding • The Branding of Political Parties • Developing a Well-Rounded Brand Personality • What’s Wrong with Brands These Days?

Big Ideas for Small Businesses

Norton Paley

Norton Paley has brought his world-class experience and unique approach to business strategy to some of the global community’s most respected organizations: American Express, IBM, McDonnell-Douglas, Dow Chemical, Cargill, Chevron,Ralston-Purina, Johnson & Johnson, Hoechst and numerous mid-sized firms. He has lectured in The Republic of China, Mexico and throughout the Pacific Rim and Europe, training business managers and their staff in the areas of planning and strategy development, forging new approaches to problem solving and achieving a competitive edge.

Big Ideas for Small Businesses provides you with the skills and tools to grow your business and shows you how to inspire your people to actively pursue opportunities for growth. Includes numerous case examples of start-up companies displaying ambition, courage, and persistence to achieve outstanding business success.

The Big Picture

Reflections on Our Economic Times

T. T. Ram Mohan

T. T. Ram Mohan, Chairman, Finance and Accounting Area, at the Indian Institute of Management, Ahmedabad, India has had a varied academic and professional background. A graduate of IIT Bombay and IIM Calcutta, he obtained his doctorate from Stern School of Business, New York University.

This book is a guide to some of the central themes and debates in economic policy and the world of business in recent years. A compilation of the author’s columns in The Economic Times over a six-year period, it ranges over five broad themes: the financial sector, Indian economy, corporate governance, privatization and the international economy. Drawing on his varied background as a management consultant, investment banker, financial economist and academic, the author comes up with insights that provoke and delight and have earned him a wide readership. The book will serve as a useful reference for policy makers, corporate executives, financial analysts as well as students seeking to make sense of the welter of news in these eventful times.

*Prices are subject to change without prior notice*
Building Brands, Building Meaning
A Guide to Increasing the Financial Value of Brands through Building Positive Meaning

Kartikeya Kompella
Kartikeya Kompella has spent 14 years in India looking at brands from the perspective of an advertising professional, brand consultant, marketing practitioner and DM consultant. He was nominated for the John and Mary Goodyear award for Excellence in International Market Research. Kartik is a member of Global Brand Network.

Discusses how a brand acquires value and meaning. It gives a contrastive study of brands that have endured and brands that haven’t. What are the commonest mistakes that brands make? What is a value that each brand should uphold? How timely changes in branding strategy have helped certain brands last like a tradition? The author stresses time again that the brands that live in people’s mind have a large and loyal market.

Business Excellence through Process Management

Manik Kher
Dr. Manik Kher holds a doctorate Industrial Sociology and is a full time researcher under the UGC Research Scientists Scheme. She has been continuously diversifying into new areas of research concerning industry and technology. They comprise Coping with Technological Change (1997), Technology Assimilation in Joint Ventures (2001), Technology Spin-Off and Commercialization (a study of Dual-use Technologies from our national laboratories of Defence, Atomic Energy and ISRO (2007), The Culture of Emotional Ownership (2010), Training Tool-kit (2012) etc. Prior to joining the UGC Scheme Ms Kher worked with The Times Research Foundation which published her books on HR and labour law. Ms Kher has presented a number of papers in international conferences and has written in The Economic Times for many years. Her papers are published in an international journal. All her writing is based on first-hand grassroots data collected personally from industries nation-wide.

This book provides a window to the current practices of process management and business excellence in industry. It presents some of the best and current practices of process management and provides good learning for engineering and management students aspiring to enter industry of any kind and working professionals seeking knowledge upgradation. Most importantly, the book conveys the message that quality is not for a customer alone; it is also for providing self accomplishment in work. With concrete examples from Indian industries, this book shows how quality and business excellence can be achieved by improving every nuance of a work process. Economic liberalization has ended the era of the sellers’ market giving way to the buyers’ market. The need for survival in market competition made manufacturers quality conscious. Quality, however, was only one of the factors for surviving competition. This book analyses process management of some of the best Indian products, such as the Electronic Voting Machine, Amul butter and Tata Sponge iron. It shows how process management leads to business excellence and helps inculcate good practices in improving quality of products and processes.
The Business of HR in Business Schools
V. R. K. Prasad

Dr. V.R.K. Prasad has Masters degrees in business administration and environmental sciences. Trained as an electronics engineer, he also holds postgraduate qualification in personnel management and industrial relations, apart from an M.Phil. in labour studies. He received doctoral honours in business management from Osmania University.

The credibility of management schools is often determined by the extent to which they practise what they preach. Hence in a subject like HRM or HRD, the students and participants become extremely sensitive if the institution where they study does not have right practices and does not attempt to practise what they preach.

This book covers various aspects of HRM in management schools: Recruitment, selection, performance appraisal, development and culture building aspects.

Contents: Introduction • Abbreviations • PART I: An Overview of Management Education in India • An Approach to HRM Practices in Business Schools • The Road Traversed • PART II: Recruitment and Selection • Training and Development • Research and Consultancy • Performance Management • Compensation • Morale, Motivation and Organizational Climate • Retention and Separation • Leadership and Governance • Conclusion

Credit and Collection Management
Collect Your Dues and Over-Dues without Losing the Customers
Ajoy K. Guha

Ajoy K. Guha is a double graduate from Bombay University in Accounting and Business Management. He has also done post graduate diplomas in Internal Auditing, Business Management and Trading (London), International Import Export Management (London), MBA Finance (London), and Diploma in Computer Science. Until recently he served as Executive Director (Business Development) with Renoir Consulting, UK, and now, as an independent management consultant, has also served various industries for 40 years. Ajoy Guha is a regular lecturer at Bombay Management Association and Ahmedabad Management Institute.

When you collect your money, you collect your own investment plus a small reward called profit. But when you don't collect, the effort made by whole organization is eroded.

No matter how many collection problems you have, it can be summarized into 6 heads:

• Inefficiency in our office;
• Inefficiency in customer's office;
• Funds problem;
• Purposely delay by customers;
• Complaints; and
• Preparation for legal action and how to handle cheque bouncing.

This book will help you avoid cash crisis.
Customer Relationship Management

Deepti Kumra

This book endeavours to go beyond the simple relationship of buying and selling between the consumer and the marketer in this era of rampant globalization and the ever expanding trend of consumerism. With the competitive market going fanatical – thanks to the gazillions of brands and advertisements – customer loyalty is a thing long lost. Deepti Kumra, with her brilliant management insight, analyses the complex structure of the management of customer relationships in the new age market of numerous demands and technologies, especially in the banking sector. Plastic money, with the sole aim of making monetary transactions a great deal easier, is still at its embryonic stage in India, thus culminating in confusion and conflicts. Kumra’s study attempts to identify and analyse the customer relationship management practices followed by the banks issuing ATM/debit and credit cards and to evaluate whether these banks are complying with the guidelines of the RBI.

The topics covered in this book are: Traditional Versus Relationship Marketing • Reasons for Growth of Relationship Marketing • Process of Developing Customer Relationships • History and Development of Plastic Money • Evolution of CRM in the Banking and Plastic Money Industry • Factors Required for the Success of CRM • Limitations of CRM and Many More

Disruptive Innovation

Strategies for Enterprise Growth

Jayanta Bhattacharya

Dr. Jayanta Bhattacharya is a Professor in the Department of Mining Engineering, IIT Kharagpur, India. Dr. Bhattacharya, for a period spanning more than 20 years contributed significantly in Reliability and Quality Engineering, Strategic Planning and Environmental Sciences by means of highly qualified teaching, research and industrial consultancy.

This book deals with the fundamentals of disruptive innovation in the arena of business and technology; role of asymmetries and business models; standardization requirements; HR challenges and finally the incumbent turnarounds.

Contents: Disruption Lexicon • Introduction • Effects of Disruption • Asymmetry Advantage • Overdependence in Strength Is Weakness • Circumstances in Which High Potential Disruptive Development Will Prove Disappointing • Discovering Asymmetries and Related Resources and Capabilities • How to Find an Asymmetry • Challenges in Identifying Asymmetries • Organizational Design Turns Asymmetries into Capabilities • Enlightened Circles Enhance Capabilities • New Growth May Not Be Visible but Present • New Customers - Where Are They? • New Business Models Cater to New Customers • Disruption as an Opportunity for Growth • Road Mapping Disruptive Threats • SAILS • Human Resources • Right Managers for Disruptive Growth • Managerial Lessons • The Turnaround of the Incumbent • The Necessity of Innovation • Research into the Role of Organizational Capability in Disruptive Success • Conclusions • References
Effective Business Communication

Alpana Gupta

Dr. Alpana Gupta is a holder of five degrees and a certificate in Teaching of English from IGNOU. She has earned her M.A in English from the University of Rajasthan and M.Phil. with distinction from Alagappa University, Tamil Nadu, India. She did her Ph.D from Banasthali Vidyapith. She was awarded Ph.D by the University of Rajasthan on her excellent work on Dalit Literature. She has published a couple of books and many research articles in national journals.

S. M. Gupta

Dr. S. M. Gupta has a Ph.D (Linguistics from University of Hawaii, USA) and P. G. Diploma in Applied Linguistics (Edinburgh University, UK). He is Emeritus Professor of English at Sobhasaria Group of Institutes, Sikar Rajasthan, India. He has more than 46 years’ experience of teaching English language and literature to undergraduate and postgraduate students in India and abroad. He has authored/co-authored 10 books presented 50 research papers at national and international conferences and published 35 research papers in national, international journals and edited books.

This book will prove useful for executives, managers, professionals from a wide range of industries who wish to improve their business language and professional skills. This course will develop language skills in meetings and common strategies for presentation skills, business skills, listening skills, business letter writing skills and superb resume writing skills. The professionals will be able to communicate more confidently, speak more accurately and fluently, improve their written English including emails, expand their business vocabulary, improve their knowledge of grammar, work successfully in international cultural environment, and develop their soft skills. The course will help the M.B.A., B.B.A and Hotel Management aspirants to participate in group discussions and face interviews successfully. The material is based on research in language acquisition, communication theory and linguistics.

Effective Communication: The Kambar Way

V. Irai Anbu

Dr. Venkatachalam Irai Anbu is an IAS officer, writer, columnist, educator and motivator. He has written over 40 books in both Tamil and English so far, which include a short story collection, collection of creative parables, a long poetry, poetry collections and collection of articles for various journals and magazines. He has written hundreds of articles in English and published in leading newspapers, viz., The Hindu, Indian Express under the title ‘Random Thoughts’ and ‘Thirukural Today’. He has given lectures in Vijay TV on spiritual episodes, Science and Education related programmes in SUN TV, Puthiya Thalaimurai, Puthu ugam, Doordharshan and more than 1000 programmes in All India Radio. He has the following degrees: B.Sc. (Agriculture), M.A. (English), M.A. (Labor Management), M.Sc. (Psychology), M.B.A., Hindi (Praveen,) Ph.D. (Business Administration) and Ph.D. in Comparative Literature (parallels in the works of Thiruvalluvar and Shakespeare) Kamba Ramayanam is an immortal epic by the iconic Tamil poet Kambart. This Tamil version of the Ramayana story, woven into the very fabric of Indian culture, is marked by incomparable poetic allure and lyrical finesse. Embedded in the poetic charm are reflections of major Management concepts. The significant presence of non-verbal communication in this epic has been beautifully presented in this seminal work, with a sensitive capture of characters and situations. A notable interdisciplinary link, between a literary classic and the principles of Management science.
**Effective HRM Practices**

*Perspectives on Engineering Education in India*

V. R. K. Prasad

Dr. V. R. K. Prasad has Master’s degrees in business administration and environmental sciences. Trained as an electronics engineer, he also holds postgraduate qualification in personnel management and industrial relations, apart from an M.Phil. in labour studies. He received doctoral honours in business management from Osmania University. He served in the telecom branch of the Indian Army for 27 years, followed by a stint in the industry and a long period of academic research.

This book deals with the quality concerns of engineering education and addresses them through effective HRM practices for the faculty under the assumption ‘quality teacher produces quality students’.

Contents: PART I: The Origin and Growth of Engineering Education in India • Role of Technical Education in National Development • Challenges and Quality Issues in Engineering Education • The Milestones Crossed • PART II: HRM in Engineering Colleges: A Faculty Related Perspective • Acquisition (Recruitment & Selection) • Development through Training • Morale and Motivation • Organizational Climate • Compensation & Rewards • Performance Appraisal • Research Highlights • Consultancy • Industry Interface • Retention Strategies • Leadership & Governance • Conclusion

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**Effective Leadership Strategies for the Digital Age**

Norton Paley

Norton Paley has brought his world-class experience and unique approach to business strategy to some of the global community’s most respected organizations: American Express, IBM, McDonnell-Douglas, Dow Chemical, Cargill, Chevron,Ralston-Purina, Johnson & Johnson, Hoechst and numerous mid-sized firms. His ten published books include: The Marketing Strategy Desktop Guide, How to Develop a Strategic Marketing Plan, Manage to Win, and Mastering the Rules of Competitive Strategy. Paley’s books have been translated into Chinese, Russian, Portuguese, and Turkish. Paley developed three computer-based interactive training systems: The Marketing Learning Systems; Segmentation, Targeting & Positioning; and The Marketing Planning System.

This book consists of guidelines and techniques to assist managers in transitioning into leaders. With increasing numbers of organizations shifting to the digital age, the traditional role of the manager is severely threatened with obsolescence. Although the downsizing of the mid-level ranks has been ongoing for decades, there is now a forced urgency powered by the pressures of data-driven technologies to capture new markets, improve revenues, counter competitive interferences, as well as to reinvent the organization. The book includes a Leader’s Toolkit, which provides an interactive system to make empowerment work for you. In turn, your digital-age employees will form the backbone of strategy teams to deal with the challenges of disruption.

Contents: Leadership through Empowerment • Effective Leadership Strategies for the Digital Age • Leader’s Toolkit: Reinventing Your Business

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The Effective Manager
Skills and Strategies

V. R. K. Prasad

Dr. V.R.K. Prasad has Master's degrees in business administration and environmental sciences. Trained as an electronics engineer, he also holds a postgraduate qualification in personnel management and industrial relations, apart from an M.Phil. in labour studies. He received his Ph.D. in business management from Osmania University. He served in the telecom branch of the Indian Army for 27 years, followed by a stint in the industry and a long period of academic research. Dr. Prasad has been the Dean of IBS, Hyderabad, founder Director of ISHRD an exclusive HR school, and is presently the Pro Vice Chancellor of a private university.

The book deals with the roles of a manager at three levels: at the individual level, working level and at the leader’s level. Various skills required at each level have been presented in a lucid, simple and down-to-earth style with easy-to-follow suggestions listed out. The skills covered range from the traditional to the contemporary, finally leading to the new age.

Epic Leadership
Timeless Lessons from the Rāmāyaṇa

G. R. K. Murty

Gollamudi Radha Krishna Murty, a postgraduate in Agricultural Sciences, is currently working for the IUP Publications (A Division of ICFAI) as its Managing Editor. Earlier, he worked at Andhra Pradesh Agricultural University, Rudrur, for five years as research assistant (Entomology) and later with Bank of India for 26 years. During his stint in the bank, he worked for five years as Faculty Member at its Management Development Institute, Andheri, Mumbai. In 2000, he took voluntary retirement as Assistant General Manager from its Head Office. He has published papers in Science, Banking, Management and Insurance Journals, besides presenting papers at National and International seminars on banking and insurance.

“...a must read for all managers aspiring to be leaders.”

——Business Manager

The relationship between leadership and literature is described by the learned as that of soul and body. As Warren G. Bennis and James O’Toole argued, if fiction could be a best instructor of leadership and organizational behaviour, what best fiction could there be for leaders-in-the-making than the Ramayana—a familiar epic that is highly enriched by pathos, moral profundity and noble simplicity—to learn the complexities of leadership?

It is against this backdrop that the present book attempts to combine and interlace the leadership/management thoughts of modern management Gurus with that of the experiences of characters from the Ramayana which have displayed streaks of leadership and present a perspective of what is and what is not effective leadership. The struggle of these unsparingly realistic epic characters, when read by business leaders, is likely to broaden their horizon of imagination and visualization of complexities embedded in leadership. It also affords better understanding of their own conflicts. Put together, all this paves the way for better leadership.
Essentials of Microfinance, 2nd Edn

M. M. Sulphey

M. M. Sulphey, Professor, Department of HRM, College of Business Administration, Prince Sattam Bin Abdulaziz University, Al-Kharj, Saudi Arabia. He has two decades of experience in the industry and over seven years of teaching experience. A postgraduate in Commerce and Human Resource Management from the University of Kerala and Psychology from Madras University, he also did LLB from the University of Kerala. Further, he has a PG Diploma in Personnel Management from the National Institute of Personnel Management (NIPM), Kolkata. He has a Ph.D. in Organisational Behaviour from the University of Kerala.

Vivek Viswan V.

Vivek Viswan V., (CDCS) presently working as manager in Bank of Baroda, earlier worked at the South Indian Bank Ltd. He has more than 12 years of extensive experience on various aspects of banking. He was a faculty member in the staff training college at the South Indian Bank Ltd.

The microfinance sector has undergone numerous changes over the past 4 years. The factors affecting the microfinance are more complex and have even disrupted the old conventional models. The second edition effectively captures the effect of demonetisation on the Microfinance Institutions (MFIs), along with its effects on the overall portfolio and repayment behavior of customers. It also delves into the transition of major MFI to small finance banks. This book also gives a brief view of different regulators of MFI across Asian countries. Recent facts and figures are also included in this edition.

Experiential Marketing

Myths and Realities

Subhashini Kaul

Dr. Subhashini Kaul, FPM (IIMA 2002-2007), PGDM (IIMA 1990-92) is the Head of CARMA©–Center for Applied Research and Management Advancement at Cheiron People Consulting since January, 2010. She is an NLP (Neuro Linguistic Programming) practitioner certified by The National Federation of Neuro Linguistic Psychology (Englewood, Florida, USA, 1999).

Marketing periodically makes huge changes in its course. Managing consumer experience is the key differentiator in the future for business organizations. However, little is understood about the principles of Experiential Marketing though several uninformed and partially informed opinions abound across the globe.

This book describes the key principles of Experiential Marketing. It has been written with both marketing practitioners and marketing students in mind. It lists the myths and realities of EM. Myths are exploded using critical thought and logical questioning about practical applications. Realities of EM are stated clearly, so that a reader can appreciate both the scope and the limitations of EM. The simple enunciation of EM principles in this book will help a marketer to plan and execute EM in his or her organization. The numerous examples clarify how EM can be applied effectively to all spheres of marketing – from executing the smallest of marketing tactics to designing the grandest strategic growth plans. For marketing students and academics, the theoretical premises of EM are briefly but well described in this book with copious references. Teachers can use this book and references to design a new elective in EM. Students can use this book as a stepping stone to set their research agenda in the field of EM.
Foreign Exchange Management and International Finance

Vivek Viswan V.
Vivek Viswan V., working as manager in The South Indian Bank, Ltd for more than 9 years, has an extensive experience on various aspects of banking.

M. M. Sulpehy
M. M. Sulpehy is Professor, College of Business Administration, Prince Sattam bin Abdulaziz University, KSA. A post graduate in Commerce and Human Resource Management from the University of Kerala and Psychology from Madras University, he also has an LLB from the University of Kerala. Further, he has a PG Diploma in Personnel Management from NIPM, Kolkata. He has a Ph.D. in organisational behavior from the University of Kerala.

“The authors deal comprehensively with all aspects of foreign exchange and international finance.”
—Business Manager

It delves into the age-old practices and current scenarios in forex market, foreign exchange market trading. The balance of payment, its effects on the economy, and the calculation, various approaches and trends are also dealt with in detail. The book throws light on the factors affecting the capital and current account, the factors affecting currency movement along with the intervention of central bank institutions.

From Kindergarten to Corporation
Leadership Lessons That Children Can Teach Us

Kalyan Sagar Nippani
Kalyan Sagar Nippani joined the higher Civil Services in the Central Government through the All India Civil Services Examination. He is the author of the 7th Sense: Primordial Strategies for Personal and Corporate Success, Winning Without Running, Scientific Laws of Leadership and What My Cat Taught Me and My MBA Didn’t: Management Demystified for Everyday Excellence.

Kalyan Sagar reveals an array of subtle yet spectacular lessons in leadership that we can learn by observing children. This book reads like a ‘leadership fairy tale’ replete with fascinating examples of highly successful and legendary business leaders who retained and enacted their ‘childlike’ character in different situations. This includes recent rags-to-riches stories from across the world.

Fundamentals of Cost Accounting, 7th Edn

T. R. Sikka
Dr. T. R. Sikka is a Senior Lecturer, PG Department of Commerce and Management, DAV College, Amritsar, India. He specialises in the fields of Accounting, Taxation and Corporate Law. He has 40 years teaching experience and has written a number of books on accounting and related subjects.

The book provides a comprehensive treatment of the basic principles of Cost Accounting and deals with both the theoretical and practical aspects of the subject. It is designed to serve as a textbook for the students of B.Com, B.B.A., M.Com, M.B.A., C.A., C.S., and I.C.W.A. Written in a lucid style, the book contains a sufficient number of solved problems. A good number of objective-type questions, short-answer-type questions, long-answer-type questions and exercises are given at the end of each chapter.
h-CRM
The Key to Lifelong Business Relationships

Kallol Das
Kallol Das started his career with multinationals like Caltex and Gulf Oil, where he looked after the sales and customer service functions. Currently as a faculty member at the Department of Business & Industrial Management (DBIM), South Gujarat University, Surat, India, he is engaged in teaching and consulting work.

“I find h-CRM to be an effective package, which can help organisations and practicing managers to proactively think and implement some well-illustrated ideas in this book.”

—Rakesh Sarin, Vice-President, Wartsila India Ltd

Customers are the ends of any business and employees are the means. The concept of h-CRM is based on this fact. This book shows you step-by-step how to create lifelong customers and employees and work towards creating lifelong happiness and prosperity.

Contents: The Smart Company • Understanding Business • What is h-CRM? • Why Leadership? • Identify Your Core Values • Important Concepts • From Product to Experience • Customer Service • Understanding Customer Perceptions • Creating Customer Delight • Employee Perceptions and Delight • Satisfaction Consistency Model • What is Loyalty? • Creating Customer Loyalty • Creating Employee Loyalty • Role of Technology • Branding • Managing Change • Financing • Final Words

Human Resource Management, 3rd Edn
Evolution and the Challenges Ahead

V. K. Sharma
V.K. Sharma has over 40 years of experience in human resource management with several PSEs, MNCs and other business houses. He has written on many areas of human resource management for major management journals of India.

To harness the employees’ unutilized potential, they have to be effectively managed and led. It is time to replace the ‘command and control’ model of leadership with the strategies to build a culture of accountability and commitment. Deriving important lessons from the history of India’s industrial progress, V. K. Sharma draws up a plan to achieve top-class quality and develop cutting-edge products and brands.

Topics include: Employee commitment and engagement • Performance management—Can work be fun? • Competence development and assessment • Executive coaching • Industrial relations and related case studies • Absenteeism—a research study • Unleashing the full potential of India • Selecting the right people
Introduction to Business Ethics

Vivek Viswan V.

Vivek Viswan V. works as a manager in The South Indian Bank, Ltd. He is a faculty member of foreign exchange in the staff training college at The South Indian Bank Ltd.

M. M. Sulphey

M. M. Sulphey is a Professor of College of Business Administration, Prince Sattam bin Abdulaziz University, KSA. A post graduate in Commerce and Human Resource Management from the University of Kerala and Psychology from Madras University, he also has an LLB from University of Kerala. Further, he has a PG Diploma in Personnel Management from NIPM, Calcutta. He has a Ph.D. in Organisational Behaviour from University of Kerala.

This book is a comprehensive analysis of the theories and practices of ethics, with a special focus on business ethics. In the initial chapters, different aspects of value formation including its interrelationship with ethics are discussed. The book throws light on the various determinants of ethics, ethical theories, including ethical climate, ethical culture and ethical dilemma. Determinants of ethics, categories, measuring of ethical orientation in various scenarios and businesses are discussed. The book puts emphasis on business ethics, and the features, principles, scope, factors and benefits of business ethics are subjected to a thorough analysis. The ethical dilemma and decision models for individual and corporate structures are analysed in this book. Various elements, approaches and phases of organisational ethics along with models for organisational code of ethics are also discussed in detail. The authors also throw light on specific ethical issues in various sub-levels in an organisation such as finance, human resource management, and marketing, with suitable illustrations. The unethical practices in the field of research are also gone through. The various aspects of corporate social responsibility and law and its effect on personal and business ethics are elucidated. A brief account of international ethics along with various approaches is also included in the book. The recent developments in ethics such as virtual teams, whistleblowers, intellectual property rights, social audits, workplace spirituality, etc. are also explained.

Knowledge Management

New Horizons

A. B. Kar

A. B. Kar is a Post-graduate in Production Engineering from Strathclyde University, Glasgow. He worked with Caterpillar Tractor Company Ltd., UK and Larsen & Toubro Ltd., India. He was an Adjunct Professor with IIT, Kharagpur, India in Maintenance Engineering & Management for a full Semester.

The book is a comprehensive account of the application of knowledge in resolving organizational issues. The case studies amply justify the viability of knowledge application in the organizations. The book brings in different classifications of knowledge, i.e. tacit, explicit and embedded categories, and their influences on knowledge management in the organizational context. The brain-mind dialogue drives the comprehension of the different parameters of knowledge with resultant application strategy. The author, recalling his exposure to various organizations in India and abroad, has introduced the concept of a separate knowledge stream, called ‘embedded knowledge’, which evolves mainly from prevailing organizational culture. The book is a compilation of different elements of knowledge management as perceived, experienced and practiced by the author during more than three decades of his engagements in the organizations in India and abroad.

“The book captures the relevance of knowledge management on surviving global competition.”

—Business Manager
Managing by Facts
Case Studies
V. K. Sharma

V.K. Sharma, starting as a mechanical engineer, had an interesting job rotation early in his career when he was sent by Hindustan Steel Ltd (now SAIL) for training to the UK in Training Methods and Techniques during the sixties, with Ministry of Labour in London and British Iron and Steel Federation. He enjoyed this change and since worked in the HR field all along for the last four decades plus in the public sector, the multinational sector and the private sector.

“The book should be of great use to the CEOs, the COOs as well as to all the executives at various levels, who need to make decisions.”

—Business Manager

The theme of this book is that many a time even when requisite data is available executive is reluctant to get the relevant data compiled, sorted and analysed and then to draw some useful conclusions to support his decision making. The book aims at supporting executives to improve their hit rate for correct decisions, for effective decisions.

Contents: Introduction • Case Studies on Managing by Facts • Importance of Systems and Culture • Are We a Truth Loving People? • How Best to Deploy Managing by Facts • Case Studies from Other Countries • Can Work Be Fun? • A Peep into Analytics • Bibliography • Index

Marketing Research
An Introductory Approach
Sabihuddin Kidwai

Sabihuddin Kidwai did his M.A. and Ph.D. in Economics from Aligarh Muslim University (AMU). He was a lecturer in the Department of Economics, AMU and senior lecturer at the Women’s College, AMU. He also worked as an associate professor in the Business Studies Department, Salalah College of Technology, Oman. Dr. Kidwai has over 35 years of experience in teaching graduate and postgraduate students.

For those who want to refresh their knowledge and skills through simple and easy-to-understand theory, or for those individuals or organisations who want to embark upon the marketing research introductory journey, this book is invaluable. A clear explanation of fundamental aspects with excellent examples and well-documented theory make Marketing Research: An Introductory Approach a must read.

This book is to the point and illustrates the concepts of market and marketing research in a clear and concise manner. The information is sourced from author’s own notes and a number of other different sources, which will help the students to get the holistic information in one place. Statistical data have been used with graphical illustrations for easier understanding.

Contents: Introduction to Marketing Research • Types and Sources of Research Data • Methods of Marketing Research • Sampling and Sampling Design • Analysis and Interpretation of Data and Research Report
Mercedes & the Missing Clock
A Fable on How to Create More Time in Life for What Really Matters to You!

Anuj Khare
Anuj Khare is a mystic, philosopher, seer, entrepreneur, guide and a prolific author. He is a millennium graduate in Computer Science from IIT-Delhi, India.

This book is about the psychology and the strategy involved in managing your time better at work, college/school or home. It talks about how to create a life where you have ultimate time freedom, and you are the master, and not slave, of time. Unlike other books that give quick-fix solutions and tips, this book investigates the psychology behind the process and helps you to be aware about your time and manage it properly.

Modern Production Management

A. B. Kar
A.B. Kar obtained a degree in Mechanical Engineering from Jadavpur University, India, followed by a postgraduate degree in Production Engineering from Strathclyde University, Glasgow, UK. He worked with Caterpillar Tractor Company Ltd, UK, and Larsen & Toubro Ltd, India, apart from being associated with other reputed organizations in India and abroad through consultancy assignments, spanning about four decades. He was also Adjunct Professor with IIT Kharagpur in Maintenance Engineering and Management.

Physical assets, when rightly chosen, maintained and operated, lead to greater profitability, keeping the organization ahead of the competitors. This book integrates asset management with production management while referring to all relevant techniques so that they can act as guidelines to those who wish for a total perspective. The most interesting feature of the book is live cases from Indian industries, applying many such techniques.

Modernization of Human Resource Traditions

Nirmalendu Mohapatra
Nirmalendu Mohapatra has been serving as an HR manager in SAIL (Steel Authority of India Ltd) for three decades. He holds a Master’s in History from the University of Delhi followed by a doctoral degree in the same subject.

This book emphasizes the need for HR managers to be aware of the cultural implications of application of IT both at the social as well as the organizational level. It also highlights the importance of leveraging IT for knowing the employees better.

This book offers a sociological and historical perspective on the evolution of human resource management and how it is likely to change tomorrow’s workplace. It captures the evolution of the human resource function from the welfare manager to the role of the cultural modernizer of today in a very compelling manner.

Contents: Tradition and Modernity • Differences and Similarities in HRM and IT • Perspectives of HR Modernization • Knowing the Employee Better: The Designing and Development Process in HRMS • Knowing the Employee Better: The Transition Process in HRMS • Modernizing the Traditions • Appendix

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New Concepts and Practices Related to Human Behaviour
Challenges of Globalization Effects

Dr. S. K. Srivastav
Dr. S. K. Srivastav has over 33 years of industrial, teaching and consulting experience. Academically, he has been a topper throughout and has engineering, management, ERP and doctoral qualifications.

H. L. Nagaraja Murthy
H. L. Nagaraja Murthy is Dean (PR) and Faculty (HR), Rukmini Devi Institute of Advanced Studies, Delhi, India.

Human behaviour is a very important phenomenon, but it is also as complex as it is important. Human behaviour is responsible for good and bad happenings, for successes and failures, for inventions and discoveries, for accidents and mishaps, for love and care, for hatred and violence, for development and progress, for destruction and backwardness and so on. Human behaviour affects individuals, families, societies and nations. Experts have given a few theories but still the world is full of agonies caused by irrational or unexplained behaviour of many people. It appears that the existing theories are inadequate or incomplete in explaining human behaviour. This book attempts to fill up this void.

This book contains chapters that explore three themes: Understanding Human Behaviour • Employee Retention & Interpersonal Relationship • Changes in Consumer Behaviour due to Globalization

A new theory of human behaviour – ‘The Need-Set Behaviour Theory’ is being propounded through this book. It will be guiding star for corporate world, educationists in particular and society in general to capitalize on the challenges of globalization.

Organizational Strategies and Processes
Meeting Challenges of Growth

Dr. Ashok Kumar is General Manager (HRD);
Manas R. Panda is Deputy General Manager (Academic) and Senior Faculty Member;
Dr. Hari Haran is Deputy General Manager (Academic) and Senior Faculty Member;
Dr. Taposh Ghoshal is Assistant General Manager (Academic) and Senior Faculty Member at the Management Training Institute, Steel Authority of India Limited, Ranchi, India

The stupendous growth of the Indian economy has caught the attention of the world. From concerns of how to cope with an increasing open and globalized economy, organizations are today seized with how to benefit and use the opportunity of competing and thriving in a growing economy. To get multiple perspectives on the challenges of managing growth, the book seeks to explore four dimensions of these challenges: Building competence and capabilities • Transformation of structures and systems • Leadership and Entrepreneurial culture • Implementing growth strategies
Principles of Financial Management
Practice and Decisions

Aravind M.

Dr. Aravind M. is Assistant Professor in the finance department at the TKM Institute of Management, Kerala. He has more than a decade of experience in academia and industry. He holds MBA and Ph.D. degrees to his credit and also cleared UGC NET in Management. He has published more than twenty research articles in journals of national and international repute and presented research papers in seminars and conferences. He is also serving as an external expert in the editorial board of three national journals and one international journal.

This is an era in which all organizational activities are directed for maximizing the wealth of their shareholders. In the wealth maximization process, the role of finance manager seems to be inevitable. This book, thematically addressing to the strategic and routine decisions in finance, can greatly support the managers and aspirants to enhance their knowledge in the subject. The basic idea behind this book is to develop an interest in readers on the subject of finance and to enhance their decision-making skills. The contents of the book are arranged in such a way that provide relevant theoretical inputs followed by problems and case studies. The author has made all possible efforts to avoid unnecessary jargons so as to make this book more user-friendly. The solved questions of various Indian universities are also incorporated as problems and review questions to enhance the confidence level of students towards attending practical problems.

Contents:
- Finance: Fundamentals
- Financial Markets, Instruments and Regulators
- Time Value of Money
- Capital Budgeting
- Risk Analysis in Capital Budgeting
- Leverages
- Cost of Capital
- Capital Structure: Theories
- Dividend Policies
- Dividend Theories
- Working Capital Management
- Receivables Management
- Inventory Management
- Working Capital Financing

Pygmalions and Paranoids in Management
Styles of Motivating (Lead People to Comfortable Excellence)

K. Karunakaran

Dr. K Karunakaran is a post graduate in Economics and Business Management and has a doctorate in Business Management from Newport University, California. Presently, he is Professor and Head of the Department of Management Studies at AMC Engineering College, Bangalore, India. His articles have been published in the Economic Times, The Hindu and the Deccan Herald.

This book highlights the importance of the ‘Pygmalion role’ in the corporate setting. The chapters cover a wide range of organizational situations and focus on the leadership styles and motivational methods of successful executives which are worthy of emulation. They provide perspectives on the key issues and problems facing managers in the corporate setting, and present concepts and techniques which are appropriate for use in getting the best out of subordinates. By assiduously practising the techniques of successful leaders enunciated herein, managers can ensure that they undergo a metamorphosis into Pygmalions and lead their subordinates comfortably towards excellence.

*Prices are subject to change without prior notice*
Scientific Laws of Leadership  
Achieving Success and Reaching Goals  
Kalyan Sagar Nippani  
Kalyan Sagar Nippani joined the Higher Civil Services in the Central Government through the All India Civil Services Examination. He is presently General Manager (Finance) and Finance Advisor, Southern Telecom Region, BSNL. He has MBAs in HR and Finance, postgraduate diplomas in Marketing and Business Administration, and an M.Phil. in Sociology.

Life is indeed a rally and a race. One must have both speed and endurance to win in every endeavour that one undertakes. However, more often than not we end up running without purpose or direction. Worse still, we also run frantically for the wrong purpose and in the wrong direction. Can the laws of science open up stunningly new vistas whereby you can win spectacularly by running for the right purpose and in the right direction? Incredible as it may sound, can you at times win without running? This book tells us how it is done.

The Seventh Sense  
Primordial Strategies for Personal and Corporate Success  
Kalyan Sagar Nippani  
Kalyan Sagar Nippani joined the Higher Civil Services in the Central Government through the All India Civil Services Examination. He is presently General Manager (Finance) and Finance Advisor, Southern Telecom Region, BSNL. He has MBAs in HR and Finance, postgraduate diplomas in Marketing and Business Administration, and an M.Phil. in Sociology.

The modern world is a jungle of sorts. Beneath the patina of civility and decorum, it is a world where primordial and immutable laws of nature operate in silent, subtle and ruthless precision. It is verily a predator-prey world where one must go back to the bosom of nature and seek guidance in life’s game of survival and success. It is the fittest who will survive, but the fittest are not always the strongest, the richest or the most powerful. They are the strategists, the masters of subtle manoeuvre, the invisible warriors. . . The Seventh Sense tells us how we can simulate the primordial strategies hidden in nature for spectacular personal and corporate success.

Soft Skills for Success  
G. R. K. Murty  
Gollamudi Radha Krishna Murthy is a postgraduate in Agricultural Sciences, and is currently working for the IUP Publications (A Division of ICFAI) as its Managing Editor. Earlier, he worked at AF Agricultural University, Rudur, India, for five years as research assistant (Entomology) and later with Bank of India for 26 years.

Mankind’s struggle to perform well is universal. It is, however, more intense in a business organization, for the decisions made and executed by its employees impact the wealth of stakeholders. Driven by this concern, corporate pay more attention to hiring the right kind of talent. The growing knowledge economy has only made the need for competent employees that much intense. HR has thus emerged as the differentiator in competitive marketplaces. This book, through a carefully structured framework that is seasoned with suitable examples, explores how the young and upcoming managers can master their understanding of Emotional Intelligence and in turn cultivate the essential soft skills that better their performance at workplaces, and also be a little happier.
Strategic Marketing
Text and Cases – The Indian Perspective

S. Shajahan

Dr. S. Shajahan is currently Dean (Planning and Research) at IIM Shillong, India. He is the founder head of Accelerated Learning Centre (now CEDNER) of IIM Shillong. He is also the member-Lot-9 of the European Union and Panel Reviewer of Asian Case Research Journal, National University of Singapore.

In a global economy constantly altered by internet technology and online trade, strategic marketing seeks to align enterprises with customer expectations. The transition from a seller’s market to a buyer’s market has made the Indian business scene dynamic. Responding to the rapid changes of marketing management in India, this book represents strategic marketing practices of the new millennium. Main features of the book include:

- Ten live cases and 58 strategic marketing concepts/themes from global and Indian environment
- A separate chapter for emerging marketing concepts, IT-enabled marketing, strategic brand management, environmental audit, customer analysis, brand management, competitor analysis and mobile-phone-based marketing strategies with plenty of live illustrations from the Indian market
- Substantial coverage of various IT-enabled strategic marketing concepts, campaigns, companies and packages across product and services sectors
- Improved approach to pedagogy designed to enhance student learning
- Coverage of technology issues/internet applications throughout the book supplemented with the web-enabled/CD-backed assistance for enhanced learning.

Covering the syllabi of MBA, MIB and other postgraduate level management courses in Indian universities, this book will help students, scholars and tutors sharpen their marketing acumen and research skills in pursuing a career in marketing management.

Structural Changes in the Manufacturing Sector in India
A Historical Approach

Sabihuddin Kidwai

Sabihuddin Kidwai did his M.A. and Ph.D. in Economics from Aligarh Muslim University (AMU). He was a lecturer in the Department of Economics, AMU and senior lecturer at the Women’s College, AMU. He also worked as an associate professor in the Business Studies Department, Salalah College of Technology, Oman. Dr Kidwai has over 35 years of experience in teaching graduate and postgraduate students.

The main aim of this book is to give basic knowledge about the manufacturing sector in India and its impact on industrial performance of the Indian economy. Emergence of a heavy electrical and machinery industry, steel industry and the relative decline of the textiles and other traditional industries within the manufacturing sector in historical perspective are cases in point. The study is based on the Annual Survey of Industries by the Central Statistics Office and other secondary sources. The book is restricted only to the economic aspects of the structural changes in manufacturing.
A Textbook of Business Mathematics, 2nd Edn

Mohd. Shadab Khan

Dr. Mohd. Shadab Khan is presently working as an Assistant Professor at the Department of Commerce, Aligarh Muslim University, Aligarh, India. Dr. Khan obtained his M.Phil. and Ph.D. degrees in Mathematics from Aligarh Muslim University, Aligarh. During his research programme of five years he has been engaged in teaching of the undergraduate classes in the Department of Mathematics.

The use of mathematical techniques has been gaining popularity in social and biological sciences as well as in the field of commerce and management for the last two decades. The exactness and precision of mathematical language and methods have made it possible to explore large areas of research in these subjects which remains hidden so far from the keen eyes of the researchers. Today one could say that mathematics is probably the most convenient shoulder to lean on for not only pure sciences but subjects like commerce and economics. The present exposition is intended as a textbook keeping in view the needs of the undergraduate students of commerce and economics.

Contents: Basic Preliminaries • Differentiation of Functions • Partial Differentiation • Differentiation and Partial Differentiation (Applications) • Integration • Definite Integrals • Matrices and Determinants • Matrices (Continued) • Linear Programming (Mathematical Formulation & Graphical Method) • Linear Programming (Simplex Algorithm & Duality) • Transportation and Assignment Problems • Financial Mathematics Differential Equations

What You See is Not What You Get

Developing Financial Skills

A. John Thomas

A. John Thomas is a professional Finance Manager, academician and writer. He has written scholarly papers for many online journals as well as leading finance publications, and many of them figure in the list of the most downloaded. The present book is the product of four years of teaching business finance, as the Head of the National Academy of Telecom Finance and Management, Hyderabad, India.

People outside the finance professions often underestimate the importance of financial knowledge. This can cost them dear if an uninformed financial decision wipes out valuable investments. Try these: How easy is it to choose the best batsman of all time between Sachin Tendulkar and Don Bradman? • Why is the balance sheet of a company more like a wedding photograph than a Schwarzenegger action scene? • Why are some CEOs like patients afraid to visit the dentist to fix their tooth problems? • What if a business lies, just like ordinary people? • Can we rely on the promotional information companies distribute through media? • Why don’t auditors catch frauds?

What You See is Not What You Get is a book that helps you solve puzzles like these. Written in a clear and free-flowing style with real-world examples and a sprinkling of humour, the author makes the world of financial numbers accessible to everyone. After reading this book, even if you do not get all the answers, you will definitely be asking the right questions. You might even be taking the first steps of an exciting journey of discovery into the intriguing world of finance!
When My Priest’s Prostitute Met a Pickleseller
And I Learned How to Sell and Succeed like Love
Sanjeev Jha
Sanjeev is a Ph.D. in economics and a CII-Fulbright scholar in management. He has extensive and successful cross-functional experience in strategic planning, business development, marketing and sales. Currently as part of the senior management team of a leading financial services company he struggles to create shareholder value.

This book is a guide to rediscovering the fun of living, the joy of managing effectively, and the excitement of succeeding. It provides the recipe for ‘selling and succeeding like love’. A new look at management concepts, this book effortlessly weaves the story of a burnt-out Ravi searching for professional Nirvana, who stumbles on the highest cadre of new tricks of the trade in the most unlikely circumstances, from the most improbable characters, involving a priest, a prostitute, and her client, a pickle-seller. The knowledge that these people impart to Ravi, sharing their experiences and bestowing upon him their profound wisdom, combined with the man’s newfound thirst to learn, leads to an incredible meeting of sorts, enticing insights and a completely different way of looking at things.

Why My Horse Doesn’t Drink
Learn to Motivate People around You
Vivek Mehrotra
Vivek Mehrotra is an accomplished soft-skills trainer. Vivek garnered a vivid experience of twenty-six years in sales, marketing and training in a variety of industries such as Pharmaceutical, Telecom and Retail. Vivek is currently working as the General Manager, Head (Talent Transformation & Development) with Reliance Retail Ltd.

‘You can take a horse to the pond but cannot make it drink’ is an old proverb. A horse wins race for his master, and helps his master to charge at the opposing army. However, the same horse sometimes kicks back, goes into the wrong direction and of course drinks only when it pleases. The irony is that it is true of human beings as well. If your team member refuses to carry out your instructions willingly, is it a problem or a symptom? After reading this book, you can be sure that refusing to work is a symptom, not the problem. The problem could be lack of interest in the job, stubbornness, excessive fear or refusing the way you are forcing him to work. If you are faced with an unmanageable team or uncooperative colleagues, and your productivity chart is threatening to take a downturn, you must read this book!

Why My Horse Doesn’t Listen
Learn to Communicate Effectively
Vivek Mehrotra
Do you often pick up an argument or develop misunderstanding with your spouse, seniors or subordinates? Is this a problem or a symptom? After reading the book one can be sure that an argument or a misunderstanding is not the problem. The problem could be lack of empathy, feeling of superiority or inferiority or lack of confidence in oneself. This book will help you to get your message across clearly, whether you are communicating with someone in person or making a presentation. It will help you to communicate effectively in all spheres of your life.
Why My Horse Doesn’t Smile
Learn to Serve Your Customer

Vivek Mehrotra

Vivek Mehrotra is an accomplished soft-skills trainer. Vivek garnered a vivid experience of twenty-six years in sales, marketing and training in a variety of industries such as Pharmaceutical, Telecom and Retail. Vivek is currently working as the General Manager, Head (Talent Transformation & Development) with Reliance Retail Ltd.

Neelesh Kapoor

Neelesh Kapoor has extensive experience of over a decade in sales, customer service, technical support and training with a variety of industries such as Telecom, Retail and BPOs. Neelesh is currently working with Tata Teleservices Ltd as Deputy Manager, Operations – Learning & Development.

The growing importance of customer satisfaction has led to a great amount of research and discussion in ideas and principles of customer service. Businesses look for new and improved methods of customer service, in order to provide higher levels of customer satisfaction. This book provides effective guidelines and techniques, supported by practical examples for the improvement of customer service.

Contents: Customer Service Representative: The Profile • Customer Service: An Introduction • Expressing Yourself: Grooming • Smile: An Essential Dress • Self-Esteem • Customer Service: An Attitude • Express Yourself: Communication • Listening • Rephrasing • Telephone Etiquette • Creating Rapport: Greeting • Querying the Customers • Handling Difficult Customers • Handling Stressful Situations • Follow-Up

Book Numbers
Indian and Cutter

M. P. Satija
Mohinder Pratap Satija is Professor and Head, Department of Library and Information Sciences, Guru Nanak Dev University, Amritsar, India, and a Visiting Professor at the University of Kelaniya, Sri Lanka.

This book explains with ample examples the book number systems devised by S. R. Ranganathan, S. Bashiruddin, Asa Don Dickinson and the National Library of India, and offers a brief but practical introduction to Cutter-Sanborn Table. There are only a few authentic books on book numbers, and the major texts in the subject are all written in the American context. Book Numbers: Indian and Cutter supplements these books and exposes the Indian systems to a wider community of practising librarians and library science teachers. Moreover, it illustrates and explains what Ranganathan and others have at times merely insinuated.

Key contents of the book are: History of book numbers • Bashiruddin’s system for Hindi and other languages• Dickinson’s system and his table of author names • Comprehensive coverage of the Ranganathan system – facet formula, tables • Author table by the National Library • Cutter system and Cutter-Sanborn table • Call number and collection number
Guide to MARC 21
For Cataloging of Books and Serials

Asoknath Mukhopadhyay

Asoknath Mukhopadhyay is involved in developing and managing the Library systems as the Librarian of IIM Calcutta, and IIM Lucknow. He had gained wealth of experiences in planning, decision-making and administrating. As an Information Management Consultant, he offered consultative services to various organisations.

This book is intended to serve as a short handbook to MARC cataloguers and as a learning resource to the student. The book represents a subset of MARC 21 fields delineating scope, content designations, interpretations and examples related to cataloguing of language materials - mainly books and serials. The subset contains only those fields which are likely to be used in average libraries with or without vernacular collections. MARC has come long way to achieve the status of the supreme world standard for bibliographic information interchange. It had gone through a critical phase of technological advancement much ahead of cultural change. This might be one of the reasons why even today MARC 21 needs strengthening promotion of its missions for resource sharing at a global plane.

Knowledge Organization in Academic Libraries (KOAL-2013)
(Life Cycle of An E-Resources)

Salek Chand

Salek Chand holds a B. Com, and M. Com; B. Lib. Info. Sc. and M. Lib. Info. Sc. from University of Delhi and is currently working as Library & Information Officer and Head, Library & Resource Centre of the Election Commission of India, New Delhi, India. Prior to that, he served as Sr. Documentation Officer and Head, National Documentation Centre of National Institute of Health and Family Welfare, New Delhi and Librarian in Ministry of Water Resources Delhi and as Documentation Officer in Central Road Research Institute, Delhi. He has 26 years experience at different capacity.

M. Natarajan

M Natarajan is currently working as Editor of Journal of Scientific and Industrial Research. He worked as Head, Education & Training Division, Senior Principal Scientist, NISCAIR. He joined INSDOC, Chennai in 1981 and has more than 31 years of experience. He acted as IGNOU Co-ordinator at NISCAIR New Delhi, India and worked in almost all the divisions of NISCAIR 4 (Ex-11SISDOC). He worked for one year in National Science Digital Library (NSDL) project.

R. N. Malviya

Dr. Rama Nand Malviya is Librarian and Coordinator of Lingaya’s Journal of Professional Studies at the Lingaya’s University, Nangloi, Old Faridabad – Jasana Road, Faridabad, Haryana, India. He received his M.A. in Economics, MBA-HRM and Master of Library and Information Science, PhD from Jiwaji University, Gwalior, Madhya Pradesh, India and has been associated with the field of Research and Library and Information Science for more than two decades.

Library Professionals Association (LPA) is a well established association with a group of LIS professionals who are committed to the growth of young buddies and their career advancement. LPA deserves recognition for the service rendered/being rendered to the society. This book contains 50 articles highlighting current developments and trends in the field with up to date and subject coverage such as open access, open source software, ICT applications, knowledge management, digital libraries, preservation of e-resources and their services.

*Prices are subject to change without prior notice*
Vision of Future Library and Information Systems

T. Ashok Babu
T. Ashok Babu is a scientist at Defence Research & Development Laboratory (DRDL), Hyderabad, India. He has contributed and presented a number of papers at national level conferences on Library and Information Science and Technology.

L. S. Ramaiah
L. S. Ramaiah is a former Librarian of the Ramesh Mohan Library of the Central Institute of English and Foreign Languages (CIEFL, a deemed university). He is a recipient of “Dr. Gangadhara Rao Award” from P. S. Telugu University for his contributions to the field of Library Science and the “Best Librarian Award” from Indian Association of Special Libraries and Information Centres (IASLIC).

S. C. Saxena
S. C. Saxena is a scientist at DESIDOC. He has been working in the areas of computerization, software development and database development and contributed more than 50 papers in national and international journals/conferences.

D. S. Bedi
D. S. Bedi, an M.Sc., B.L.I.Sc., and MBA, is working as a Joint Director in the Defence Scientific Information & Documentation Centre (DESIDOC) of the Defence Research & Development Organization (DRDO), Ministry of Defence, Delhi, India. All along his career of 16 years, he has worked in the field of technical communication.

Libraries and information centres are very active in using current information technologies to provide speedy and efficient services. This has led to the establishment of digital libraries, virtual libraries, web-based information services, etc. This book provides glimpses into the scenario of future libraries in terms of exhaustiveness and speed of access to colossal amounts of information. The book is a Festschrift brought out in honour of Dr. S. S. Murthy who was the Director of Defence Scientific Information and Documentation Centre (DESIDOC) during 1979 to 1999 and has significantly contributed to its growth as a modern Information Centre at national level.

30 Powerful Laws of Personal and Professional Success

Anupam Kurlwal
Anupam Kurlwal is a behavioural scientist and life coach specializing in motivational psychology, leadership dynamics and the peak-performance mindset. A law teacher by profession, his interests include spirituality, philosophy, astrology and the occult sciences. He regularly gives motivational speeches and lectures to audiences ranging from laymen to high-profile business leaders. Anupam Kurlwal received the Asian Admireable Achiever Award among many other academic and literary recognitions.

There are amazing similarities in the success philosophies of all-time greats like Alexander, Joseph II, Lao Tzu, Mao Zedong, Mahatma Gandhi, Martin Luther King, Napoleon Bonaparte, Bismarck, Franklin Delano Roosevelt, Eleanor Roosevelt, Winston Churchill, Henry Ford, Benjamin Disraeli, Muhammad Ali Jinnah, Abraham Lincoln, Edison, Lenin and many more such figures. Distilling years of research in the psychology of success into a 30-Lesson programme, Anupam Kurlwal explains how you can use these street-tested philosophical formulae to pull off your dream successes. Combining research with lots of practical tips and real-world examples, this book will train you step by step in the science of success and motivate you to achieve everything you have constantly dreamt of: Excellent Health • Higher Income • Good Wealth • Cordial Relations • Celebrity Status • Powerful Leadership • Greater Significance • Maximum Enjoyment • Better Spiritual Life
40 Minutes with God
Spiritual Journey of a Surgeon
(A Scientific Approach to Healing through Faith and Prayer)
Revised Edn

Vinod Kumar Nigam
Dr. Vinod Kumar Nigam is an M.S., FICS (USA), FIAGES, Consultant General & Laparoscopic Surgeon, Apollo Clinic, Gurgaon, India.

Siddharth Nigam
Dr. Siddharth Nigam is an MBBS, M.S. and a Consultant General and Laparoscopic Surgeon at Privat Hospital, Gurgaon, India.

This is really a how-to-book that goes beyond talking about spirituality and prayer and tells you how to make science and spirituality a part of your life. The two concepts are not at war, but actually complement each other. Mankind can truly progress only when spirituality and science learn to co-exist. Science and spirituality are both essential for one’s well being. Examples mentioned in the course of this book are real case histories, but names of those involved have been changed to keep their identities confidential. These are meant to open the connecting door between spirituality and science for the reader. Prayer is a universal phenomenon and advocated across religions as a means of communicating with God, the Supreme Power or creative force. It is prevalent in all cultures. Prayer has healing powers.

Currently, in the era of body-mind medicine, doctors have begun to prescribe meditation along with drugs. This is a trend that is here to stay and, as the benefits become more and more visible, it will only become increasingly popular in the years to come. This belief forms a basis for this book.

Arrange Your Love Marriage
Revised Edn

Meera Ravi
Meera Ravi, a qualified family counsellor for the last 14 years, strongly believes in a society made up of conscious, self-aware individuals. It is this passionate belief that resulted in her starting Prerana Academy for Growth and Guidance in Bangalore. This has proved instrumental in pursuing her desire of reaching out to couples and guiding them to a better understanding of each other. She has also conducted and continues to conduct workshops for people of all age groups and backgrounds, ranging from children, parents and teachers to professionals.

There is a systematic and more fluid route to finding the partner you want other than dating and discarding dozens of potential partners. It begins with an inner assessment of who you are, what your values are and what is it that you actually want. This book will serve as a handbook for ‘would-be couples’ and guide them about whom to fall in love with and subsequently how to ‘rise’ in love.

There are no perfectly ‘made for each other’ couples; marriage is forever a work in progress.

Even though we spend our whole lives trying to make relationships work, no one has ever been given the operation manual with the direction for how to successfully have one. A candid look at why marriages fail, this book offers speedy help to couples who seek better relationships by offering techniques for better communication.
Baba Amte
A Biography (Foreword by His Holiness The Dalai Lama)

Anita Kainthla

Anita Kainthla is a post-graduate in English Literature and a qualified freelance journalist and creative writer. In addition to freelancing for various national and international magazines she has a keen interest in poetry. Writer’s Workshop published a collection of her poems ‘Moksha and Other Poems’ in 2002. She won the third prize in Indo-Asian Literature Poetry.

This comprehensive biography of Baba Amte has been written by the author after a close association with the Amte family and the communes of Anandwan. She was fortunate to have stayed and closely interacted with the ailing Baba Amte and his family for long periods, during many of her visits to the ashram. The biography is an attempt to narrate the awesomely motivational story of Baba Amte to the urban youth who are straying westwards for inspiration while icons like Baba Amte have remained obscure to them.

Contents: Vis-à-vis the Man • Women behind the Scenes • From Law to Labour • Through Tai’s eyes • Anandwan—How It All Began • Anandwan—From Wasteland to Wonderland • Anandwan—Units and Activities and Foreign Funding • Ashokwan and Somnath • Hemalkasa and Base Camp Nagepalli • The Inside Story—Of His Mentors and Motivations • Knit India Movement and Peace by Peace Missions • The Final Act—The Narmada Beckons • Felicitations • Outlook

Bear with Me, Mother
Memoirs and Stories

M. T. Vasudevan Nair

M. T. Vasudevan Nair has been associated with Malayalam cinema since 1965. He has directed six feature films, three documentaries and a television serial. He has written forty-one screenplays, and many films based on his screenplays have won national and state awards. He won the Jnanpith Award and the Central Sahitya Akademi Award. He was conferred the Padma Bhushan by the Government of India in 2005.

Writer and filmmaker M.T Vasudevan Nair, popularly known as ‘MT’, is one of the most illustrious cultural icons of modern Kerala. Chronicling the decadence of a magnificent and uninterrupted agrarian civilization in the lush countryside of central Kerala, his novels and short stories won him the Jnanpith and several central and state Sahitya Akademi awards. MT’s work as screenwriter and director is Indian cinema at its finest. To readers in English this book of memoirs and stories offers a rare glimpse into the mind of a literary master who recollects the people, places and ideas that inspired his stories. Featured in this collection are anecdotes, accounts of journeys, a homage, meditations on the literary craft, personal photographs and such classic stories as ‘The Soul of Darkness’ and ‘Elder Sister Oppol’.

Contents: Memories: A Moment of Truth • Bear with Me, Mother • A Story Is Born • Where Stories Are Hidden • The Thumba Flowers That Sought Refuge • When It Rains… • The Festival Season • When the Kannanthal Flowers Used to Bloom… • The Temple Tanks of Kumaranallor • Those Who Told Me Stories • An Examination in Victoria College • The End of the Play • A Place for Books to Live in • The Nila River I Remember • The Second Footfall • The Man Who Helps People Die • Stories: Seeds • A Birthday Remembered • In Your Memory • Firecrackers • Vision • The Soul of Darkness • Karkitakam • Elder Sister Oppol • Glossary
Begum Akhtar

The Story of My Ammi

Shanti Hiranand

Shanti Hiranand was born in a business family in Lucknow. Her penchant for music goes back to her childhood. She performed for Radio Lahore & AIR. She met her Guru, Guide and Mentor in Begum Akhtar in 1952, who trained her in the traditional forms of thumri, dadra and ghazal singing.

Begum Akhtar, a pioneer in the field of Indian light classical music, helped popularize the traditional form of thumri and ghazal gayaki and took it to the concert level all over India and abroad. What emerged is a collection of some of the most sensuous and haunting melodies of the last century. Unfortunately despite her talents, an entire generation of Indians has grown up listening to only gossip connected with Begum Akhtar’s life, be it the controversy surrounding the Nawab of Rampur or her other alleged affairs. Some of these stories have remained as they were, while many others have grown and acquired a life of their own, getting spicier in the retelling over the years. Everyone has tried to prick at a festering wound, but no one has provided that healing touch. This is what Shanti Hiranand has attempted in her memoirs; she has tried to heal. It is a book that will put to rest all pending issues, gaping discrepancies and obvious lies. It is a book that will hopefully provide a salve to all those open wounds surrounding Begum Akhtar’s persona. Shanti Hiranand has examined her beloved Ammi under the microscope of her never-ending love for her, as well as with the objective philosophical gaze of a woman.

Counselling

What, Why and How

Revised & Updated Edn

Meera Ravi

Meera Ravi is a qualified family counsellor and runs the Prerana Academy for Growth and Guidance, Bengaluru. She conducts workshops for children, parents and teachers.

Counselling can be the answer to several problems like poor self-esteem, lack of control over your life, difficulty making decisions, grief, anxiety, depression and difficult relationships. Or people may go for counselling just to improve their life. Dispelling the myths about counselling, Meera Ravi explains why it is not just ‘comforting’ and how it can be a way to self-discovery. The topics include:
• What is counselling, and what it is not • Do ‘normal’ people need counselling?
• How will you know if you need counselling? • What problems can counselling solve?
• How to choose a counsellor • Test your assertiveness and anger level
• Stress, psychosomatic illness and mental health • Changing yourself

"Dispelling myth."
—The Indian Express
Delicious Keto Recipes
A Guide for Caregivers (Dietary Therapies to Boost Brain Health)

Manjari Tripathi
Dr. Manjari Tripathi is an eminent Neurologist and a senior Professor at AIIMS, New Delhi. She is the secretary general of the Indian Epilepsy Society.

Mala Manral
Mala Manral is working as Dietitian at AIIMS since 1995. She has an M.Sc. (H) with specialization in Food and Nutrition from Lady Irwin College, Delhi University.

Damn Preet Kaur Bedi
Damn Preet Kaur Bedi is an ACE Vegetarian Keto Diet Expert. She graduated in science and did Master’s in English.

Bhargavi Ramanujam
Dr. Bhargavi Ramanujam has done her Neurology training at the RML Hospital at New Delhi, and is currently a part of the Center of Excellence for Epilepsy, AIIMS, New Delhi, as a Scientist.

This book on dietary therapies to Boost Brain Health gives practical aspects of making dishes according to Indian recipes. The ingredients suggested in these recipes are common and easily available in market. This book is not only for experienced (trained) dieticians but also for other health professionals including doctors, nurses and anyone in the care of a person with epilepsy, obesity, gluten sensitivity/celiac disease, dementia and many such conditions which benefit from ketogenic/modified Atkins/low glycemic index diet. All the 88 recipes in this book have been prepared, tasted by dieticians and the scientific team involved in the management of these conditions. One of the parents whose child is on diet therapy has contributed by giving recipes of many baked dishes which are acceptable to children.

Detoxify Your Way to Health and Happiness

Tanushree Podder
Tanushree Podder has been writing for the past twenty-six years on subjects as various as travel, fiction, management, health and fitness, nutrition, spirituality, beauty, and relationships. Her areas of interest include Reiki, Vipassana, Pranic Healing, yoga, alternative therapies and the occult.

Detoxification is in fact one of our body’s basic and automatic functions. But today our food, water and air have more toxins than the body systems can eliminate. It is time to rethink our lifestyle and start a thorough cleansing of the body and mind. In this book: Know the Toxins • Holistic Detoxification • Food That Cleans the Body • Cleansing the Skin • Toxins in Your Home • Altering the Lifestyle • Toxic Stress • Ayurveda and Asian Systems of Life • Toxins of the Mind • Taming Emotions and Anger • Stop Growing Old and Become Beautiful

Contents: Section I: Detoxification; The Deadly Toxins; Detoxifying the Body: Detoxifying the Digestive System; Fasting as a Detoxifying Procedure; A Fibre Fix; Juicing It Up • Section II: Detoxifying the Lungs; The Correct Mode of Breathing; Helping the Skin to Detoxify; Sauna; The Lymphatic System; Body Brushing; Contrast Showers; Massage and Detoxification; Ayurvedic Detoxification; Flushing the Kidneys • Section III: Learning to Relax; Altering the Lifestyle: Detoxifying the Mind; Toxic Thoughts; Toxic Stress • Section IV: Toxic Noise: Toxic Relationships; Toxic Anger; Anger Management; Altering the Attitude • Section V: Emotional Detoxification; The Emotional Baggage; The Seven Deadly Sins; The Body-Emotion Connection; The Process of Emotional Detoxification • Section VI: Detoxifying the Soul; Altering the Mind Map; The Art of Forgiveing; A Mental Detoxification Technique; Holistic Detoxification Guide • Section VII: Know Your Toxins; Assess Your Toxin Level; Lifestyle Evolution; Epilogue
Did You Know?

500 Facts Revealed

Moumita Das

Dr. Moumita Das is working as an Assistant Director at NCIDE, IGNOU, India. She did her Ph.D. in Botany from the Central Institute of Medicinal and Aromatic Plants, Lucknow, India. At present, her interest is to identify areas of intervention for devising innovative solutions in the Open and Distance Learning (ODL) system.

Chinmoy Kumar Ghosh

Dr. C.K. Ghosh retired from his services at the Indira Gandhi National Open University, New Delhi after serving it for more than 27 years. He had inter alia held the positions of the Directors of Regional Services Division, Student Service Centre and the National Centre for Innovation in Distance Education. He had also taught Physics for close to eight years at the Scottish Church College, Kolkata. He did his Ph.D. as a scholar of Council of Scientific and Industrial Research (CSIR) from The Indian Association for the Cultivation of Science. He had been a member of the Board of Management, Academic Council, other Statutory Bodies of IGNOU and several State Open Universities. He has taken up many important academic assignments, the most conspicuous among them being the Chairperson of the Content Advisory Group of Physics for the one-stop education portal, SAKSHAT, of the Ministry of Human Resource Development.

Which is the only sport played on the moon? • Which is the rock that humans can eat? • In which liquid do pearls melt?

Did You Know? explains the surprising facts about hundreds of everyday phenomena that are too familiar to notice otherwise. This book will amaze the readers with its wide coverage and delight them with the unexpected.

Did You Know? 2

500 More Facts Revealed

Moumita Das

Chinmoy Kumar Ghosh

Which pen detects spelling mistakes? • Which is the most devastating earthquake recorded in history? • Which was the first fruit eaten on the moon? • Which animal fur smells like popcorn? • Which was the first Hindi film to mention the computer? • Who is the oldest man to win 100 m gold at the Olympics?

Did You Know? 2, the second in the series of books with surprising facts, presents hundreds of phenomena that are exciting but generally unnoticed. This book will amaze the readers with its wide coverage and delight them with the unexpected.

Did You Know? 3

Yet Another 500 Facts Revealed

Moumita Das

Chinmoy Kumar Ghosh

Once it snowed in Sahara • A round table conference does not refer to the shape of the table • Some birds become bilingual when it comes to making communications

Did You Know? 3 explains the surprising facts about hundreds of everyday phenomena that are too familiar to notice otherwise. This book will amaze the readers with its wide coverage and delight them with the unexpected.
Did You Know? 4
Further 500 Facts Revealed
Moumita Das
Chinmoy Kumar Ghosh
Radha Gobinda Chandra, a Bangladeshi-Indian astronomer recorded more than 49,700 new stars • Bluetooth is named after a Danish King • Chicken odour repels mosquitoes • A waterfall in Hawaii sometimes goes up instead of down. Did You Know? 4 includes and explains several interesting facts around us that normally go unnoticed but have a bearing on our day-to-day life.

Did You Know? 5
500 Additional Facts Revealed
Moumita Das
Chinmoy Kumar Ghosh
A 700-year-old banyan tree was given a drip to rejuvenate it • You can sell refrigerators to Eskimos • Volkswagen sold more sausages than cars in 2015 • Amazon.com was previously known as Cadabra.com • Russia built a computer that ran on water. Did You Know? 5, yet another book in the series of Did You Know, is here with lots of amazing and fascinating facts that generally are unrecognized. This book will ignite the curiosity in the minds of readers, investigate the phenomena and inspire them to be creative and innovative.

An Eternal Quest for Peace
A Complete Book on the Art of Living
Suvashish Mukhopadhyay
Suvashish Mukhopadhyay is a full time faculty of Civil Engineering in an Engineering College of Pune. He has been teaching for many years. Career management is his area of research. He has guided many students in their college lives and later careers.

This book talks of the art of achieving peace and happiness. It is filled with the author’s lifetime experience and observation of human psychology. For being happy and for having peace of mind one needs to explore the inner world in spite of the outer world. For attaining peace of mind one needs to have a simple lifestyle coupled with a benevolent nature. Happiness is a state of mind, by chasing it no one can have it. In life chasing money destroys the mental set-up and brings unhappiness. For attaining peace one needs to set his own limitations. A person with a well-defined goal generally attains happiness and peace. Clear vision is required for having a tranquil state of mind. For attaining peace in life one needs to send the message of love, peace and happiness to others. Many real-life experiences are portrayed in different chapters of this book. This book is the unfurling of the author’s lifetime experience. This book has the potential to transform a human being and while reading the reader is expected to realize a gradual metamorphosis in his thought process. The author wants his readers to adopt the proper method of living and enjoy the true meaning of life. The mission of the author is to awaken the dormant unhappy persons within his readers who are in quest of peace and happiness.
From Crippling Emotions to Can-Do Attitude!
Counter Negativity and Create Energy in Five Smart Steps
(Foreword by Narendra Modi)

Jayapriya
Jayapriya is a leading, accredited, award-winning leadership trainer. With high energy, fun, interaction and effectiveness, her programs are much sought after for the positive transformation they cause. With an impressive academic record, Jayapriya won many first prizes in oratory and literary competitions, and also the ‘Best Student of the Year’ award. Besides Corporate Training, Jayapriya is also associated with Business Schools where she does Organizational Behaviour and Leadership Development Programs for MBA courses.

The book will:  help professionals handle workplace dynamics and the intense stress it could bring  • help them combat the various harmful emotions they experience on an everyday basis  • guide students, especially in post graduate studies, towards creating confidence and resilience to handle all situations in personal and professional lives • motivate and encourage women managing multiple responsibilities, by giving them a fresh perspective on matters. From Crippling Emotions to Can-do Attitude is a book that inspires you to shift from negative to positive emotions, and motivates you to work with hope and cheer.

Happiness
Gain & Retain

Just Win Singh
Just Win Singh is a corporate trainer and runs the Institute of Happiness in Vadodara, India. His organization assists people towards a happier life. The ‘Be Happy’ course designed by him has been a great success in India and abroad. This book is in line with that course.

Happiness is a habit, not some heaven-sent gift, nor a matter of luck, as many people believe. And any habit can be developed with proper action. This book explains some of the easiest ways to develop the ‘habit’ of being happy. This extensively researched book offers recipes of happiness that have been tested by experience and observation and have proven to increase the level of happiness of every individual who has acted in accordance with them. The simple yet effective Action Plans suggested in this book will tell the readers how they can stay happy, no matter what! It’s time to give yourself the life you always wanted to live!

Happiness
Always and in All Ways

Just Win Singh
The secret to living happily is taking responsibility of your happiness. Unlike what most people believe, happiness is not dependent on things going your way. It is a habit of choosing a happy attitude consciously in every moment of your life. Happiness - Always and in All Ways breaks the myth that happiness is dependent on external circumstances. It highlights the root causes of unhappiness and assists you to develop a habit of making a ‘happy choice’ every time. As you come to understand and effectively practise the action plans suggested in this book, your ability to ‘be happy’ will become a natural response, enabling you to become more excited every moment of each day.

*Prices are subject to change without prior notice*
Happiness: Here and Everywhere helps to unlearn whatever is not serving you and gets you back to a true state of happiness. It enables you to understand the various factors of unhappiness like depression, stress, lack of purpose, etc. and offers simple and effective action plans to enable you to live happy naturally... as you were designed to do. On your journey of self-discovery and self-mastery, the book will reveal the truth of what really makes your heart sing and what happiness is all about.

Happiness: Now and Forever helps you to do just that. It empowers you to remove various self-created obstacles that you may have unintentionally put in your path. It offers simple tips to enable you to align back to a happy life NOW and in every breath of your existence. The actions plans suggested in this book will develop you into a happier being who is the master of his emotions no matter what the external circumstances may be. It is time to find out what is stopping you from becoming happy ... NOW and FOREVER.

Happiness: Beyond Measure awakens you to how you can shift to a happier life WITHOUT THE NEED FOR ANY OF YOUR EXTERNAL CIRCUMSTANCES TO CHANGE. The simple yet effective tips suggested in this book will enable you to live a bigger, healthier, prosperous, confident and a happier life . . . RIGHT NOW! It will help you develop such 'happy' character traits that people will be drawn like bees to the honey of your presence. All you have to do is to put whatever you understand here into practice consciously and soon you will realize that life wants to shower its treasures freely onto you . . . PROVIDED YOU LET IT.
The Hotel Room
A Collection of Short Stories

Mridula Sharma

Mridula Sharma teaches English Literature at a college in Chandigarh. She enjoys literature at the intuitive level and prefers to view it beyond theories. She was awarded a Doctorate degree in 2007. She has presented papers at conferences in India and abroad and also published research papers in journals.

As humans, we crave for stability and try to find it in set patterns. Yet, patterns can frequently become prisons too, warping the inner spaces with turmoil and clutter. A journey away from the mundane can bring us in touch with joy and empathy, with beauty and creativity in their most sophisticated as well as the most rugged, basic forms. The spirit expands to soak it all and finds a dew drop shimmering at the tip of a dry life. On our way, if we are lucky enough to encounter some unadulterated, simple truths and home grown wisdom, the chances are that we would carry back with us an enduring vision of a truer existence. The hotel room in this collection of stories is for all those magical spaces that put us back in touch with ourselves.

The Pocket Doctor
Medical Tips for Common Illnesses

Dr. Anila Chandy

Dr. Anila Chandy is a physician associated with the Apollo group of hospitals and Motherhood Hospital, Chennai, India. A medical graduate from the Christian Medical College, Vellore, and postgraduate in Internal Medicine from the Christian Medical College and Hospital, Ludhiana, she has authored various publications and articles for the medical fraternity.

Written by a practicing physician, this practical guide for everyone helps the readers understand what various symptoms mean and how to deal with them. It contains several typical cases of medical consultations and the approach a physician would follow to deal with each situation. Many patients wish that the doctor explained to them all the various probabilities that could be associated with their symptoms and why the doctor orders the tests he/she does. This book is for those anxious people who have many unanswered questions in their minds regarding their illnesses. It also contains some practical tips such as how to adjust the insulin dose in diabetes.

The Power of Relaxation

Tanushree Podder

Tanushree Podder has been writing for the past twenty-six years on subjects as various as travel, fiction, management, health and fitness, nutrition, spirituality, beauty, and relationships. Her areas of interest include Reiki, Vipassana, Pranic Healing, yoga, alternative therapies and the occult. She has travelled widely and written for all major newspapers and periodicals in the country.

The Power of Relaxation contains a complete programme that will help you achieve total physical, mental and spiritual relaxation through simple steps. With the rejuvenation of body, mind and soul, you will learn to live life to the hilt! The topics include: Basic relaxation techniques • Relieve stress using your senses • What food to eat for a calming effect • The relaxing breath and yoga • Positive thinking and calming the mind • Meditation and prayer • The art of forgiveness • Energising exercises • Self-assessment exercises

*Prices are subject to change without prior notice*
Practical Wisdom 1
In Real Life and Management

Kochouseph Chittilappilly

Kochouseph Chittilappilly holds a Master’s Degree in Physics. He started V-Guard, at the age of 27, which now deals in various electrical, electronic and electro-mechanical products and the total turnover of group companies for the financial year 2010-11 was above 820 crores. He was also chosen as the Manorama – Newsmaker of the Year 2011.

In this book the author Kochouseph Chittilappilly has documented simple truths drawn from his own personal experiences and the experience of his company V-Guard. Simple truths told from experience and wrapped into wisdom drawn from the familiar. Can you re-tell the story of the Hare and the Tortoise and draw lessons on globalization that competent people win if they are only a little more careful in putting their competencies to use, than rotting them? This book also deals with issues like: Delegation, Empowerment, Talent Identification, Forgiveness, Happiness, Inquisitiveness, Emotional Stability, Trust, etc.

Practical Wisdom 2
In Real Life and Management

Kochouseph Chittilappilly

...This book ‘Practical Wisdom’ by Kochouseph Chittilappilly transcends several traps to which business and management practitioners often fall prey ... Aristotle once said, “For the things we have to learn before we can do them, we learn by doing them”. This book is a fine dossier and a reckoner of such an ‘experiential learning’ - an account of leadership and practical management wisdom through the lenses of a successful entrepreneur's experience and perspectives. Through the conversation between the stories and illustrations, this book might well awaken several truths in the minds of the reader. Most, if not all, will gain amusing insights through what lies within; these collection of anecdotal stories ... The most obvious and in many ways, the most enjoyable interaction that the author will quicken in you is the realistic and practical wisdom he gained from his personal, professional and social experiences. He dares to challenge some of the conventional thoughts, and insists the need for an innovative and creative social ‘attitude’ for entrepreneurship.

In this book there is no dearth of ideas; which dwells around his urge and convictions for humane, ethical and moral values in life and business. The voluntary donation of one of his kidney to a needy in February 2011 also stands a testimony to this fact...*

- Debasish Chatterjee
Director, IIM Kozhikode

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Science and Spirituality
The Journey Within

Jagdeep Singh
Prof. Jagdeep Singh is a Ph.D. in Zoology with postdoctoral experience in Molecular Biology. He has published around 20 research papers in peer reviewed international journals. He taught Zoology for 20 years and is into education administration for the last 14 years. At present he is serving as Registrar at Central University of Punjab on deputation from the Government of Punjab.

Science and spirituality converge to one point and also diverge from the same. There is a strong relationship between the both, like two distinct intersecting circles with a large shared portion, as also independent identities. The diversity of living beings with graded degree of complexities is amazing. A mind ripe enough, admires the intricacies of life sprouting a perennial zeal to uncover the mystery of the organizing principle: God or Nature. The book will take the reader on a voyage starting from the origin of universe through the origin of life to the confluence of science and spirituality.

Science, Faith and Medicine
Prevention, Cure and Healing

Vinod Kumar Nigam
Dr. V. K. Nigam, MBBS, MS, FICS, FIAGES, is a Senior Consultant General and Laparoscopic Surgeon at Max Hospital in Gurugram, India. He received his training in Laparoscopic Surgery at Ninewells Hospital, Dundee, Scotland, UK.

Siddharth Nigam
Dr. Siddharth Nigam, MBBS, MS (General Surgery) is a Senior Consultant General and Laparoscopic Surgeon at Max Hospital, Gurugram.

This book explains the interdependence of science and spirituality as well as the links between science, faith, health and medicine. Researchers have confirmed that faith and prayer help in improving physical as well as mental health. Scientific studies have shown that hope and positive thoughts change the body’s hormonal and biochemical scenario to stimulate healing. This book explains how science, faith and healing are dependent on each other and helps you to derive a greater understanding of it and eventually to lead a better life.

The Silence of the Many
The Fallout of Operation Blue Star

P. George Eapen
Paveli George Eapen is an alumnus of National Defence Academy (NDA), Pune, India. He was commissioned into the Army in 1965 from the Indian Military Academy (IMA), Dehradun, India. He is also member of the Services Selection Board which selects candidates for being commissioned officers in the Indian Army.

This book is a testimony to the depravity of 1984 in the country extending to many years thereafter, following army action at the Golden Temple complex. The author presents an objective narrative of events at the national level interspersed with his own experiences. He is convinced that apportioning total blame on a community, group or party for the ignominious events will be a subversion of truth. He is often the insidious few who act with diabolical intent in shedding blood. He exhorts the majority not to remain silent when faced with a crisis beyond their boundaries.
Son of the Soil

Nazrul Islam

Dr. Nazrul Islam is Additional Director General of Police, West Bengal. He is the author of 72 books. Some of these have been translated to other languages. He was awarded ‘Ananda Puraskar’ for his book on Hindu-Muslim Relationship in Bengal (1995), ‘Sarat Puraskar’ (1998) for his critical writings, ‘Susila Devi Birla Puraskar’ (1999) and ‘Mitra-Ghosh Puraskar’ (2010) as an eminent writer.

This is a significant, well-written and revised edition of the bestselling Bangla novel Bhumiputra. This exceptional book covers anguish, hurt and pain of an average Muslim in its many forms and more importantly reflects and gives us hope. A must read if you want to understand the feelings of a pure Muslim, his ideals and dreams. Kamal the protagonist of this book is hurt by the anti-muslim uttering of Bankim in the Anandamantha; he is also not in agreement with many of the dictums of Islam. This inner fighting of Kamal gets vivid expression in this novel.

The Tale of Tibet

Anita Kainthla

Anita Kainthla is a post-graduate in English Literature and a qualified freelance journalist and creative writer. She has a keen interest in poetry. Writer’s Workshop published a collection of her poems ‘Moksha and Other Poems’ in 2002. She won the third prize in Indo-Asian Literature Poetry contest.

"... Here is evidence of the indisputably strong ties that have long existed between Tibetans and Indians, and which I pray will continue to thrive long into the future."

—His Holiness the Dalai Lama

Contents: The Beginning • Advent and Advancement of Buddhism • Bodhisattva—A Buddha to Be • Avalokitesvara—The Compassionate One • Schools and Masters of Tibetan Buddhism • Reincarnation (Tracing the ‘Tulkus’) • Institution of the Dalai Lama • The XIV Dalai Lama—In Exile and Beyond • Of Buddha—A Life Less Ordinary • Sangha—The Monastic Order • Buddha—As Legend and History • Buddhist Thought and Its Relevance.

Talent and Skills

Discovering the Art

V. R. K. Prasad

Col. Dr. V. R. K. Prasad has Master’s degrees both in business administration and in environmental sciences, apart from qualifications in electronic engineering. He functioned as an electronics engineer in the Indian Army, and holds postgraduate qualifications in personnel management and industrial relations, and also an M.Phil in labour studies. He received doctoral honours in business management from Osmania University.

No human being is born without any skill, or a strong desire to dream, nurture, thrive and succeed in his or her endeavours. The fact remains that only a few people achieve glory while many others with similar talent or skills remain invisible. The book is divided into four chapters. Chapter 1 deals with the basic discussion on talent and skills highlighting the views and opinions expressed by various experts in the field. Chapter 2 is devoted to the process of ‘Nurturing and Developing the Talent. In Chapter 3 of the book a fairly large number of simple and live cases have been highlighted to motivate and inspire anyone who is looking for cranking of the engine. Talents and skills developmental process outlined in simple steps at various stages forms the core of Chapter 4 of the book. The book is aimed at every school, college, university student or even at a working executive so that he or she starts believing in himself or herself and develops the talent and skills he or she is passionate about.
Kailash Narayan

Kailash Narayan started his career in the late thirties as Manager of the Cement Factory at Dalmianag. He was deputed to other Cement Factories of the Dalmias at Dandaut, Karachi and Rewari, generally for increasing productivity there by introducing innovations in the manufacturing process. His simple ways of meeting the need by getting over the restrictive controls of MNC technology carved out a place for him in cement technology in India of those days. His subsequent forays as inventor-entrepreneur and encounters with inventive ideas brought more than a dozen patents into his basket.

Sushil Kumar

Sushil Kumar is a retired Professor in International Politics at the School of International Studies in Jawaharlal Nehru University, New Delhi. He has contributed papers to learned journals and published books.

The book illustrates the role of ‘new subalterns’ in Indian history and contemporary development by focusing on the life story of the Late Mr K. Narayan of Bijnor in western Uttar Pradesh in India. It describes his inventions and emphasizes on his participatory engagements with his children aimed at realizing the desired results in problem solving through scientific thinking and action. His simple ways turned adversity into opportunity for them. Equally significant was his articulation of a discourse that the code for differentiating high technology from backyard science led to unacceptable notions about the status of science in India’s antiquity, while it was short on the practical value of blending the two in a market-led growth economy of today.

Think Everest, 2nd Edn

Scaling Mountains with the Mind
(Foreword by Kiran Bedi)

Atul Karwal

Atul Karwal is an officer in the Indian Police Service. Atul has an enduring interest in adventure and fitness.

Anita Karwal

Anita Karwal is from the Indian Administrative Service. She is fond of painting, reading and writing.

An ordinary man, mired in the uncertainties of life and anxieties about the unknown, sets out to fulfill his dream through a daunting journey to the summit of Mount Everest. The story of his perilous yet ethereal expedition and the humbling tryst with the epitome of Creation is also a meditation on the limits and limitlessness of being human.

Contents: Introduction • Route to the Summit • Prologue • Will I, Won’t I? • Early Years • The Journey Begins • Base Camp Ahoy! • Call from Everest • Heightened Learning • Testing Days—Getting Selected • Date with Khumbu • Preparation and All That It Takes • Body Is the Medium • Life at the Base Camp • Anna and I • Thoughtful Days at the Base Camp • The Thrill of Sports and Adventure • Volunteer or Victim • Our Gifts from God • Friends in High Places • On Your Marks and Get Set • Que Sera Sera—What Will Be, Will Be • Clearing of the Clouds • Epilogue • Schedule of the 76-Day Expedition • Characters in the Book • Members of the SAMA Mt Everest Expedition, 2008
VIVA BOOKS

Treasured Moments
A Baby Record Book

Dr. Arun Wadhwa
Dr. Arun Wadhwa is a popular paediatrician who has been practising in South Delhi for more than 20 years. He completed MBBS and MD from Safdarjung Hospital, Delhi.

Dr. Taruna Wadhwa
Taruna Wadhwa is an ultrasonologist and radiologist. She completed her MBBS from Lady Hardinge Medical College and MD from Maulana Azad Medical College, both in Delhi.

Here is a complete baby book to record your child’s daily achievements and the joys you share together in all the moments of life. You will find short and precise guidelines to give you a ready reference which should supplement and not substitute your paediatrician’s advice. Record the daily development, milestones, festivals, holidays and outings in the pages provided for that purpose, and of course you must not forget the photographs. Contents: Expecting • Congratulations • The World as It Stood on That Day • Baby’s First Photograph • Photographs with Relatives • What Is Normal for a Newborn • Family Tree • Little Fingerprints • First Visitors • Star Signs • Horoscope • Care of the Newborn • Feeding Time • Given a Name • The First Celebration • Party Photographs • First Lohri • First Holi • Raksha-Bandhan • Onam • Ganeshotsav • Durgapuja • Dusshera • Diwali • Eid • Bhai-Dooj • Gurupurab • Christmas • Other Ceremonies • First Haircut • First Birthday Party • Step by Step • Other Milestones • A Typical Baby’s Day • Baby Moods • Travel Tips • Travel Diary • Teething Troubles • Medical Records • Common Problems • Growth Charts • Immunization Schedule • Vaccine Details • Effective Discipline • Early Schooling • Injury Prevention • A Few Selected Names • About the Authors

A Woman's Wheel of Life
Narratives of Strength, Grace and Dignity
(Foreword by Vasundhara Raje)

Alexandra Sanchez Gavito
Alexandra Sanchez Gavito has a B.A. in Psychology, a Master’s Degree, Magna Cum Laudae, in Latin American Studies from the University of the Americas (Mexico City) and a Ph.D. in International Relations from the Universidad Iberoamericana (Mexico City). She is a founding member of several NGOs.

This book is a portrait of modern day India through the eyes of Alexandra Sanchez Gavito, a foreigner who came to the country as the wife of Julio Faesler Carlisle, the Mexican Ambassador to India. She is deeply interested in gender issues but, unfortunately, in India and abroad, feminists tend to focus mainly on its most dramatic aspects. Very little is said about what women have had to endure in male societies, which usually categorize them as a specific sub caste. Their deeds and achievements constitute a legacy for future generations. The author takes us by the hand on her personal “discovery” of the Indian woman as Shakti, the everlasting female energy, with which the world cannot find due order and balance. 

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