3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five year

Sl. No.	Name of the teacher	Title of the book/chapters published	Calendar Year of publication	ISBN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Dr. Ashish Gupta	Financial Accounting Vol. I	2011	81-8142-336-4	IIS University, Jaipur	Ramesh Book Depo., SHIVAJI NAGAR, CIVIL LINE, JAIPUR
2	Dr. Ashish Gupta	Financial Accounting Vol. II	2011	81-8142-029-2	IIS University, Jaipur	Ramesh Book Depo., SHIVAJI NAGAR, CIVIL LINE, JAIPUR
3	Dr. Ashish Gupta	Business Statistics	2023	978-81-19897-25-4	SHRI MAHAVEER COLLEGE	Ajmera Book Company, TRIPOLIA BAZAR, JAIPUR
4	Dr. Ashish Gupta	Income Tax	2023		SHRI MAHAVEER COLLEGE	Choudhary Prakashan,
5	Dr. Ashish Gupta	आयकर	2023		SHRI MAHAVEER COLLEGE	Choudhary Prakashan,
6	Dr. Ashish Gupta	Goods and Service Tax	2023		SHRI MAHAVEER COLLEGE	Choudhary Prakashan,
7	Dr. Ashish Gupta	वस्तु एवं सेवा कर	2023		SHRI MAHAVEER COLLEGE	College Book House
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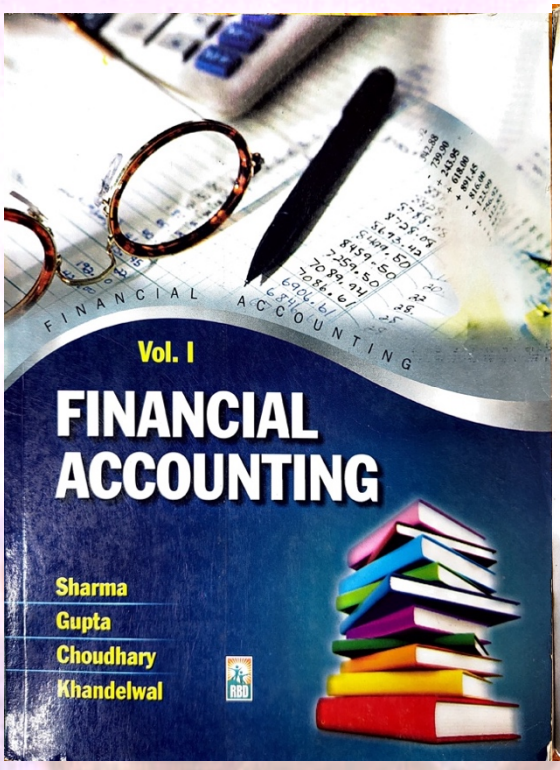

Financial Accounting

Volume I

(For B. Com. & BBM Students)

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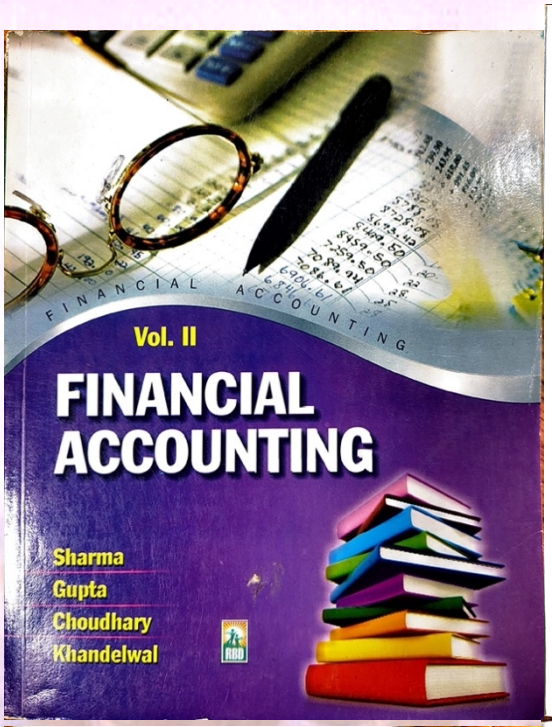

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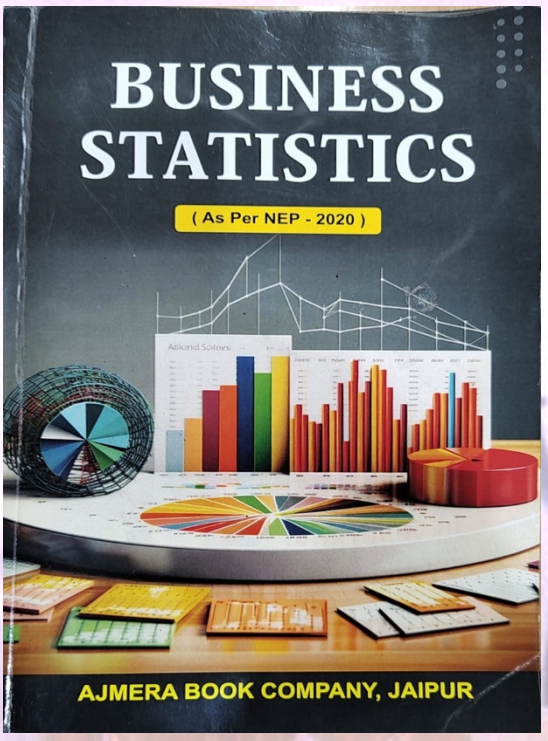

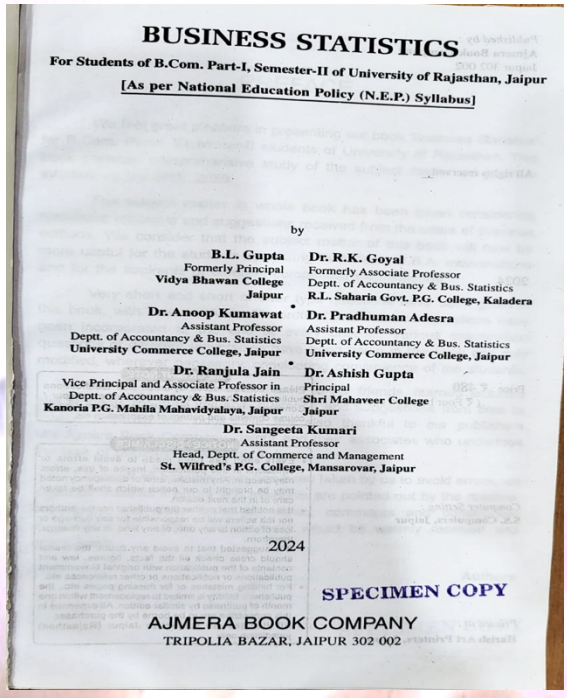

BUSINESS STATISTICS

For Students of B.Com. Part-I, Semester-II of University of Rajasthan, Jaipur

[As per National Education Policy (N.E.P.) Syllabus]

by

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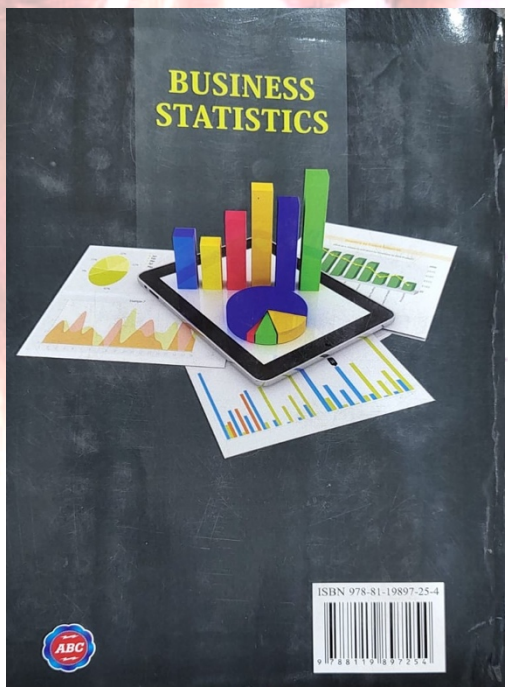

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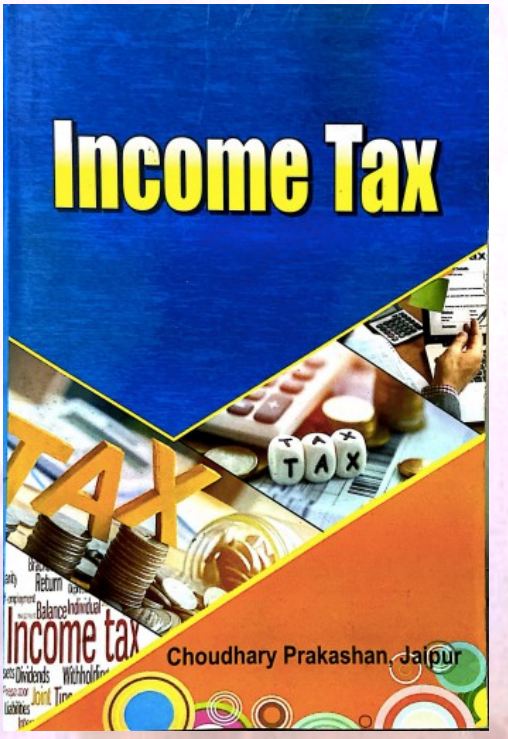

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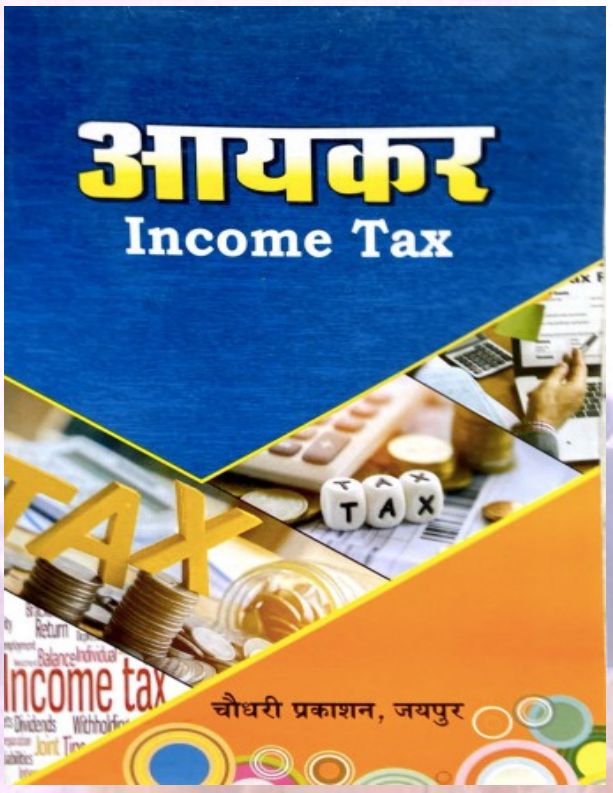

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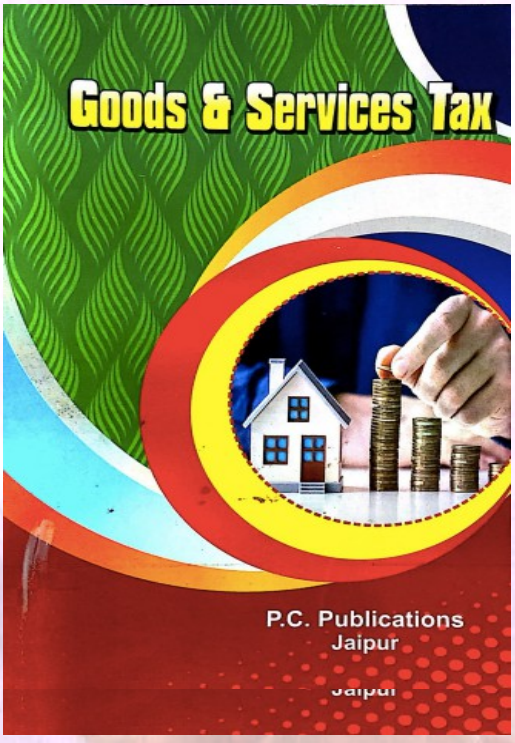

GOODS & SERVICES TAX

[For B.Com and M.Com Students of University of Rajasthan, Jaipur]

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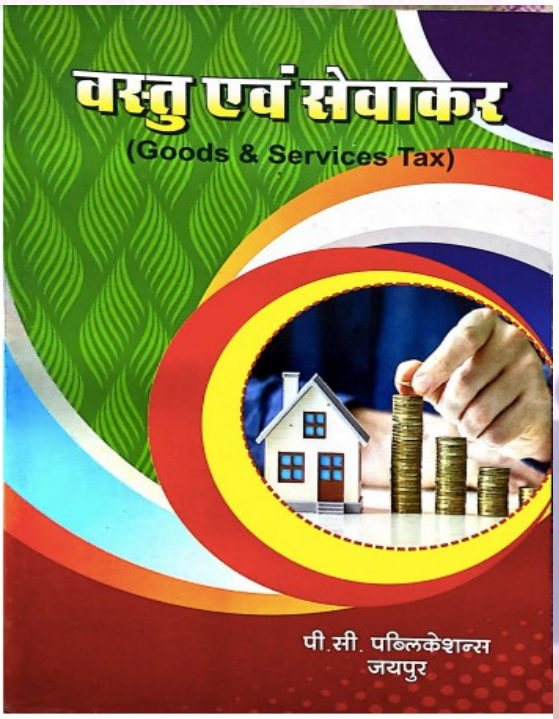

वस्तु एवं सेवा कर
(Goods & Services Tax)

राजस्थान विश्वविद्यालय, जयपुर के बी.कॉम. एवं एम.कॉम. के विद्यार्थियों के लिए

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विषय-सूची

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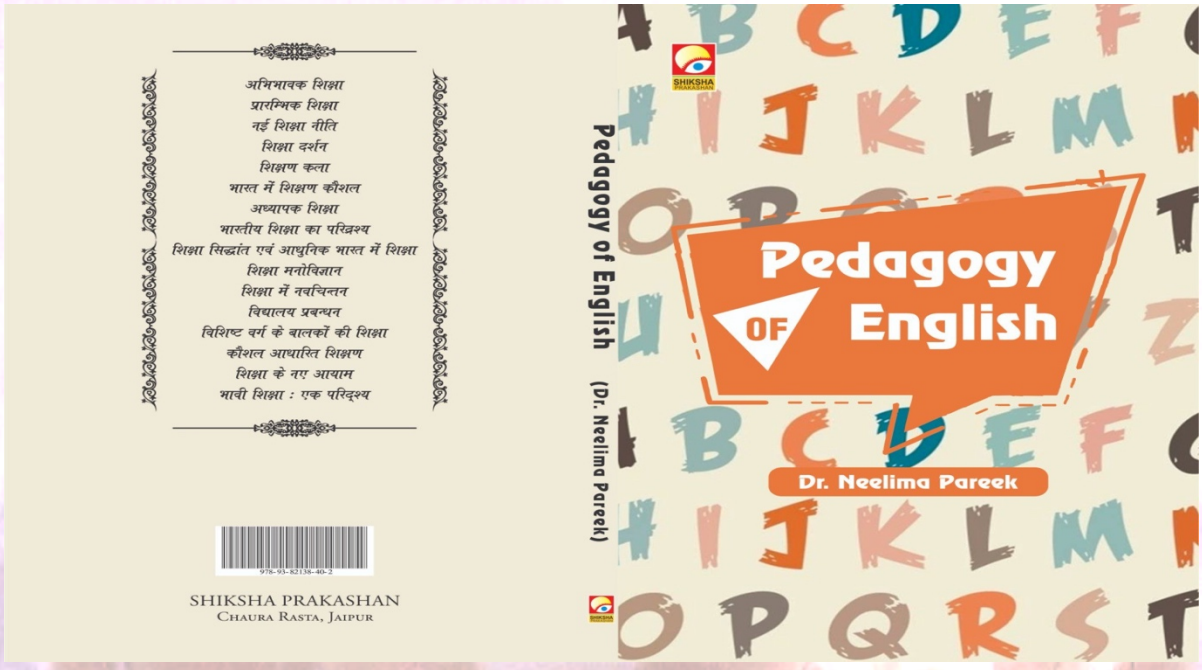

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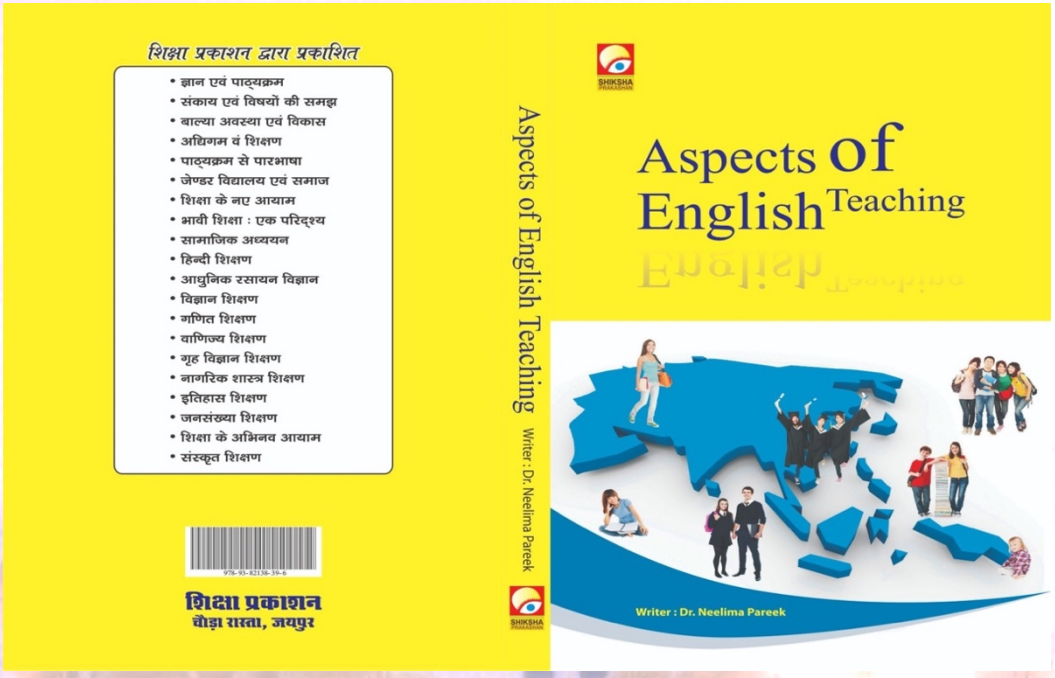

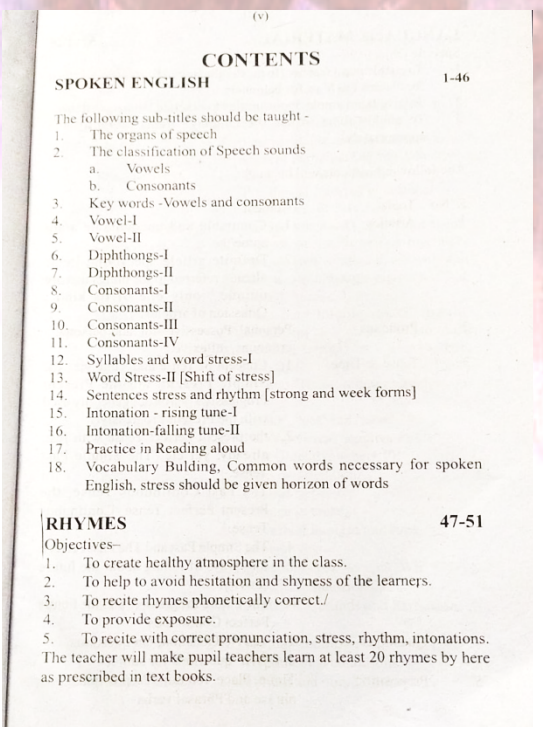

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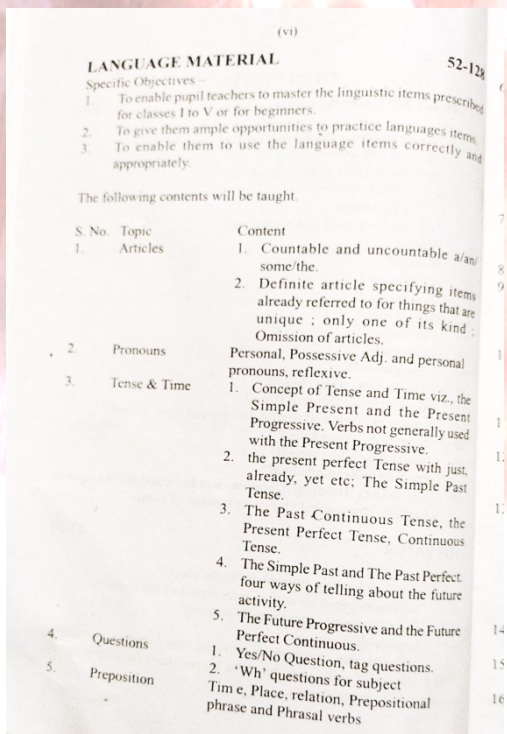
SPOKEN ENGLISH 1-46

The following sub-titles should be taught -
1. The organs of speech
2. The classification of Speech sounds
   a. Vowels
   b. Consonants
3. Key words -Vowels and consonants
4. Vowel-I
5. Vowel-II
6. Diphthongs-I
7. Diphthongs-II
8. Consonants-I
9. Consonants-II
10. Consonants-III
11. Consonants-IV
12. Syllables and word stress-I
13. Word Stress-II [Shift of stress]
14. Sentences stress and rhythm [strong and week forms]
15. Intonation - rising tune-I
16. Intonation-falling tune-II
17. Practice in Reading aloud
18. Vocabulary Bulding, Common words necessary for spoken English, stress should be given horizon of words

RHYMES 47-51

Objectives–
1. To create healthy atmosphere in the class.
2. To help to avoid hesitation and shyness of the learners.
3. To recite rhymes phonetically correct./
4. To provide exposure.
5. To recite with correct pronunciation, stress, rhythm, intonations.

The teacher will make pupil teachers learn at least 20 rhymes by here as prescribed in text books.



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LANGUAGE MATERIAL 52-12

Specific Objectives –
1. To enable pupil teachers to master the linguistic items prescribed for classes I to V or for beginners.
2. To give them ample opportunities to practice languages items.
3. To enable them to use the language items correctly and appropriately.

The following contents will be taught.

S. No.	Topic	Content
1.	Articles	1. Countable and uncountable a/an/ some/the. 2. Definite article specifying items already referred to for things that are unique ; only one of its kind ; Omission of articles.
2.	Pronouns	Personal, Possessive Adj. and personal pronouns, reflexive.
3.	Tense & Time	1. Concept of Tense and Time viz., the Simple Present and the Present Progressive. Verbs not generally used with the Present Progressive. 2. the present perfect Tense with just, already, yet etc; The Simple Past Tense. 3. The Past Continuous Tense, the Present Perfect Tense, Continuous Tense. 4. The Simple Past and The Past Perfect. four ways of telling about the future activity. 5. The Future Progressive and the Future Perfect Continuous.
4.	Questions	1. Yes/No Question, tag questions. 2. 'Wh' questions for subject
5.	Preposition	Tim e, Place, relation, Prepositional phrase and Phrasal verbs

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6.	Adjectives	1. Attributive and predicative use of Adjectives. 2. Use of much, many 'a lot of' few, little, a few, a little. 3. Comparison, as-as, than, ext irregular forms with more and most. 4. Past participle used as Adjective. 5. Present Participle used as Adjective.
7.	Adverbs	1. Time, Place and manner. 2. Position of Adverbs in sentence. 3. comparison of Adverbs.
8.	Passive Voice	1. Passive Voice with or without agent.
9.	Connectives	1. And, or, so, but, to, neither-nor, such-that, so-that, both-and, no only-but also, too-to, although-yet, yet lest that, should, in case.
10.	Modal	Can, may might, could, should, would, ought to, must, used to, need (need not), (must not), have to, dare, will, shall.
11.	Introducing words and telling the time.	'It' and 'There' telling the time.
12.	Causative Verbs	1. 'Make', 'get' and 'have'. 2. Imperative and negative forms 3. Lest Objective + be + PP
13.	Reported Speech	1. Zero modification. 2. Change in person. 3. Change in tense. 4. Adverbial in place and time. 5. Imperatives. 6. Questions-Yes/No and 'Wh' (What, Why, Wh) questions.
14.	Non-finite forms	1. Infinitives, Gerunds and Participles
15.	Conditionals	1. Factual Condition 2. Hypothetical conditions.
16.	Relative clauses	1. Defining and non-defining.

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17.	Basic patterns	1. SVO, SVOO, SVO, Infinitive 2. S.V. Infinitive + O 3. SVI pre-phrase 4. Feel +Adj. 5. Fond/afraid/proud of

SYLLABUS FOR READING 129-137

Objectives –

1. To train them in the use of different reading strategies, scanning close reading for different purposes.
2. To enable them to improve their reading speed with comprehension.

Content –

1. Intensive Reading – Reading a short passage and answering an exercise on detailed comprehension.
2. Extensive Reading – Reading a full length story and doing an exercise on 'global' comprehension.
3. Speed Reading – Reading a passage as fast as possible answering comprehension, questions assessing reading speed.
4. Skimming – A quick reading of passage within a prescribed time and commenting on the theme/central idea.
5. Scanning – A quick reading of passage looking for specific information.

WRITING 138-162

Objectives–

1. To make the pupil teachers aware of silent features different kinds of writing viz. letter/report/dialogue/summarizing.
2. To make the pupil teachers aware of the difference between spoken communication and written communication.
3. To introduce to the pupil teachers the different tools available for reference and dictionary.

The following areas should be taught –

1. Dialogue-writing
2. Paragraph writing - personal diary, class diary.
3. Letter writing.
4. Application writing.
5. Story writing

LANGUAGE AS A SKILL 163-196

1. METHODS TALKS – exposure and practice of reading and Writing in the four basic skills (Listening, Speaking, Reading and Writing) and problems in teaching English-use of the mother tongue.
2. Planning of foreign language work – year-wise and unit-wise.
3. How to plan a lesson for pre-reading stage or reading stage.
4. The teaching of structure and drills.
5. The teaching of lexical items and the course reader.
6. The teaching of reading to beginners. (Presented in lesson plan)
   a. Different methods.
   b. The first reading lesson.
7. The teaching of 'hand writing' print script to beginners.
8. The change from reading from the black board and flash cards to reading from the first year text book which contains no new language items but only material already mastered by the people in the early part of the year. (Presented in lesson Plan)
9. Reading comprehension –
   a. Fluency in reading
   b. Grammatical meaning.
   c. Lexical meaning
   d. Socio-cultural meaning.
   e. Total (semantic) meaning.
10. (a) The difference between teaching and testing the teaching and reading comprehension.
11. Spelling exercises – A project, 'How to improve vocabulary' is to be taken.
12. Oral and written composition in a foreign language principles.
    a. Action chains.
    b. Sentence of given pattern from key words.
13. Planning composition II
    a. Personal diaries.
    b. Class diaries.
    c. Paragraph frame letter and application.
    d. Expansion of an outline with the help of series of pictures.

14. How to frame a test items : Different ways of testing the understanding and production of structure and lexical items and how to compose a unit test.
15. Use of mass media and T.V. and language games.

LESSON PLAN 197-251

DEMONSTRATION-CUM-TALKS

10 periods of 20 minutes will be devoted to the lesson itself and 20 minutes to follow up discussion and preparation of lesson plan based on the lesson observed. These lessons will be given in primary classes.

1.	Introduce	a book, a pen, a comb, a pencil (what is this? It is a.....)
2.	Revise Introduce	Material taught in lesson. a leaf, ribbon, a chair, a table. (What is this/that ? It is a.....)
3.	Revise Introduce	Selected material taught in 1 and2. In this .....? A. Yes, it is. B. No, it isn't.
4.	Revise Introduce	Material taught in 1 and 2 a boy, a girl, a man, a woman. (Is this/that .....? a. Yes, it is. b. No, it isn't.
5.	Revise Introduce	Selective material taught in previous lessons. This is a boy. That's book. This is a boy. This' a boy.
6.	Revise Introduce	This is a ..... That's a..... a. This is Ram. he is a boy. b. What is he/she ? What is a boy/man, She is a girl/woman. c. Who is Ram ? He is a boy/man. Who is Sit ?
7.	Revise	She is a girl/woman. He is a ..... First lesson is reading.

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	Introduce	This is a boy/ribbon/girl/comb. With the help of sentence cards
8.	Revise	All four sentences with the help of sentence cards Second reading lesson.
	Introduce	That is a boy/ribbon/girl/comb. with the help of sentence cards. First lesson in writing
9.	Introduce 'a'	
	Stage -I	Teaching of Unit-6 periods. Two or three passage from pupils, first orally and then in writing.
	Stage-II	Oral and written questions, aimed at eliciting detailed comprehension.
10	Composition	Development of a story with the help of a series of pictures. Language material Reading Comprehension Composition Written exercises and correction Unit test and remedial work.

VISUAL AIDS

(Talk-cum-Demonstration)

The teacher will give talk on audio-visual and he will prepare the following aids to make pupil teachers understand :

1. Drawing match stick figures and objects one chart on the chart black board.
2. The flannel board-normal and improvised, Picture cards 5 Pictures and cut-outs
3. Sentence cards and look and say cards-10 Sentence cards. 5 look and say and 2 sentences cut into words.
4. Picture cards
   a. For teacher 9" X 9"
   b. For pupils 4" X 3"
   c. Matching cards
      i. Self correcting
      ii. Non-self correcting

5. The model clock face with movable hands
   a. How to make one
   b. How to use

BLACK BOARD AND HANDWRITING

The teacher will make pupil teacher use black-board and hand writing by giving following exercises :

1. Pre-writing Exercises
2. Formation of letter -
3. Writing words and sentence

Unit Plan

One lesson of the text-book can be regarded as one Unit. It should include the following sub-units, each sub-units can be roughly covered in the periods as suggested below. A unit will be divided in to sub-units. They will be according to unit.

1. Language material.
2. Reading comprehension.
3. Exercise-structure.
4. Composition work
5. Correction work
6. Unit test/remedia-work.

Additional/reading material

Total

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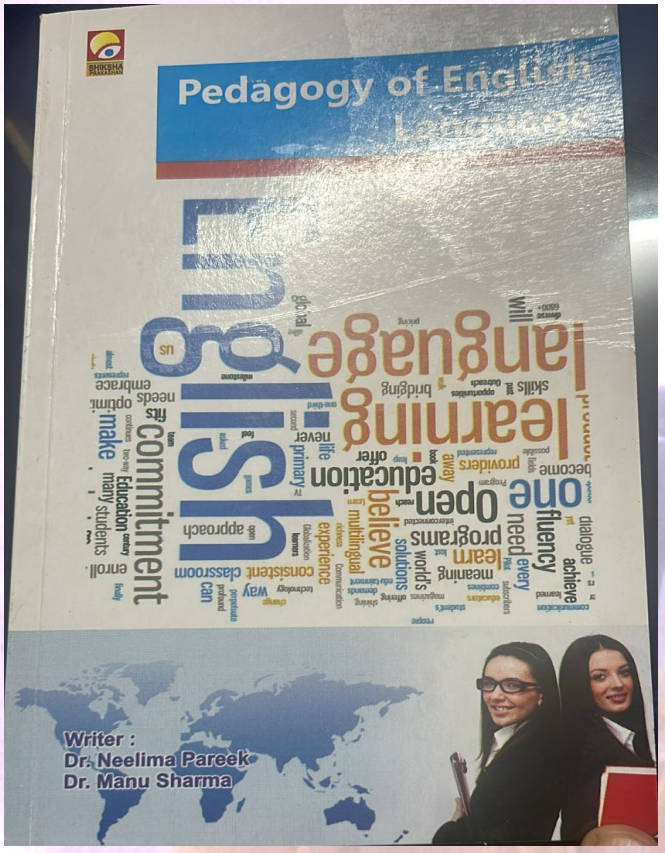

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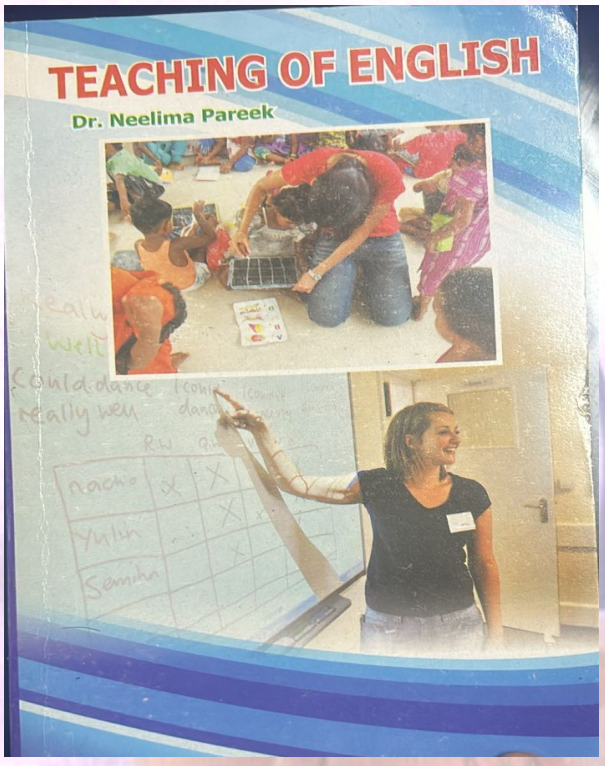

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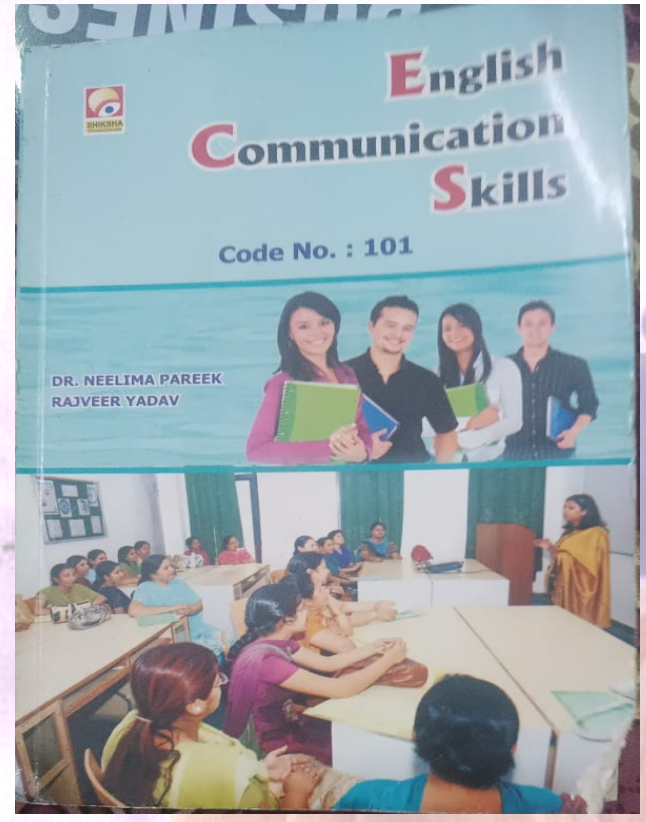

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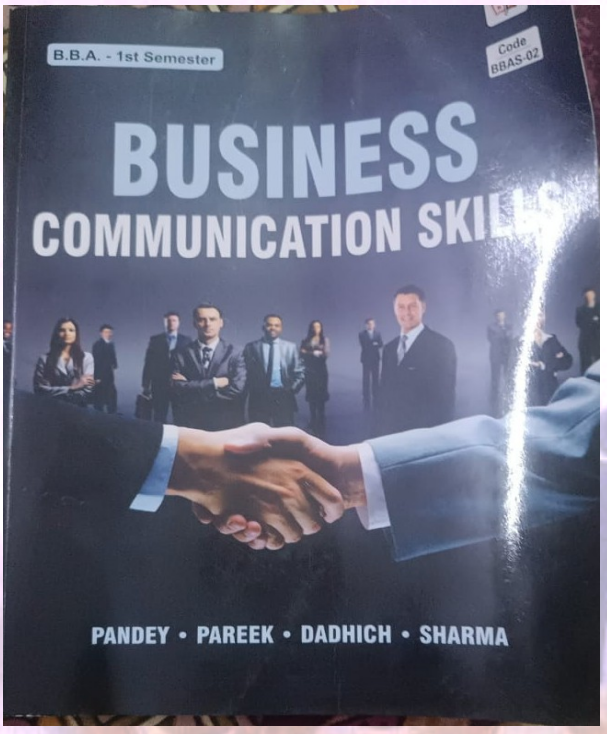

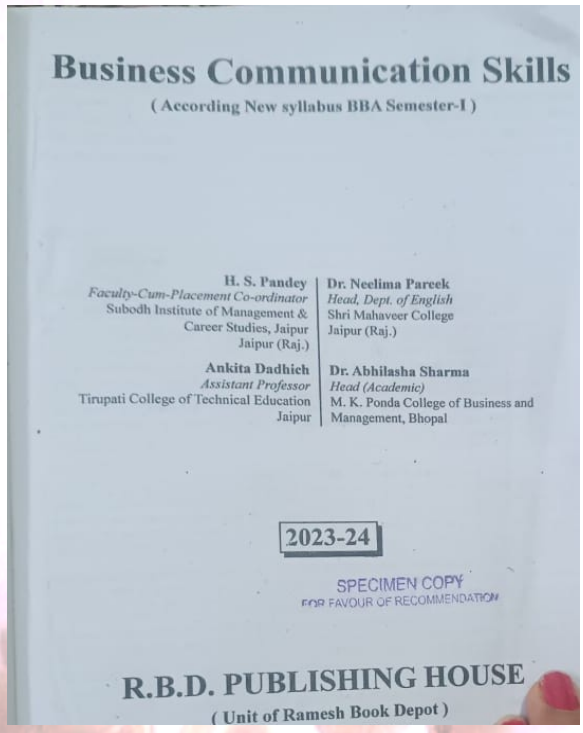

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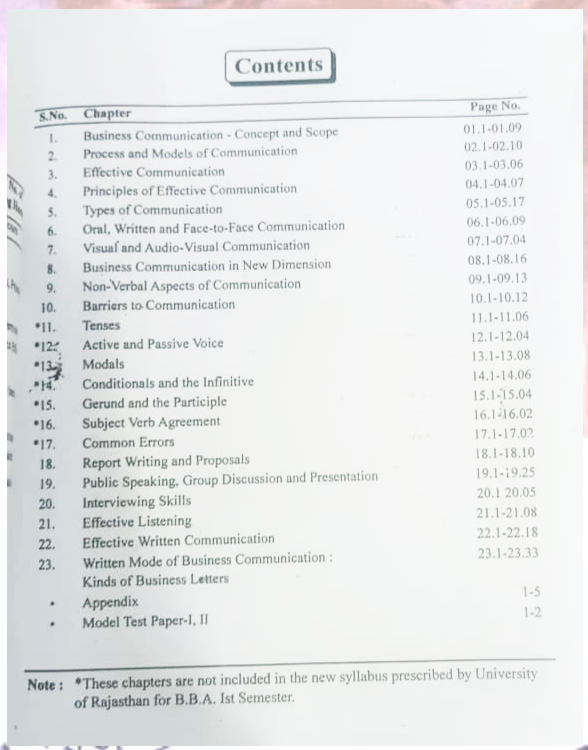

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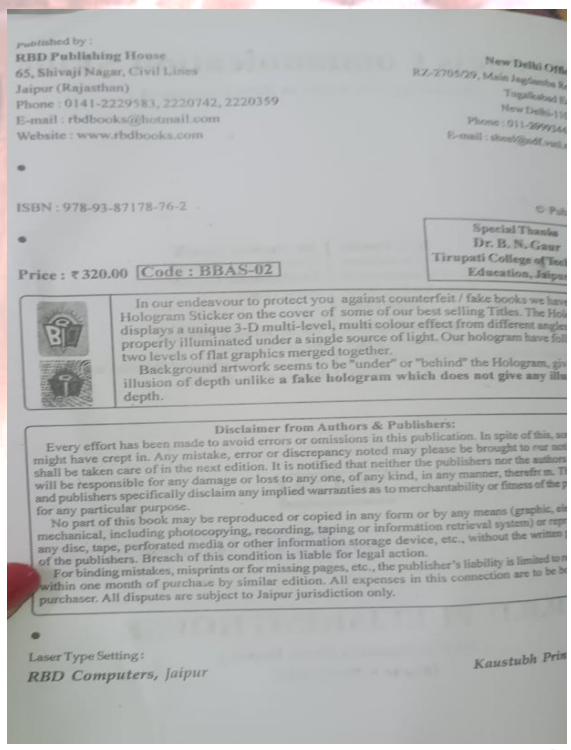

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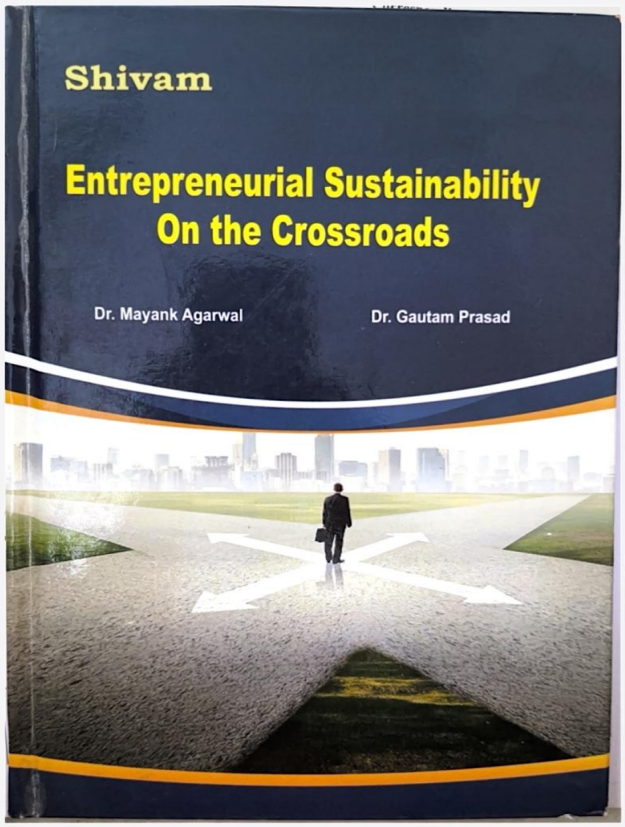

14

Intrapreneurship: A Power Tool for Employee Innovation

▪ *Dr. Vaishali Purohit**

Introduction

With the advent of corporate culture all across the globe and in India, entrepreneurship has gained great momentum in the recent times. This has generated intense competition and has initiated the need of developing entrepreneurial employees within the organization for managing innovation and generating competitive advantage. The outcome is the sub-field of entrepreneurship i.e. the concept of intrapreneurship. Intrapreneurship, which is a recent buzzword in the business world calls to draw attention towards its role in augmenting the out of the box thinking level of a firm. The business organizations are fostering the concept of intrapreneurship with the intent of making each employee competent enough to hold the ignition of innovation. Intrapreneurs act as internal entrepreneurs of a company who through their creative thinking and innovative approach develop the long term competitive advantage of the firm.

Intrapreneurship Concept

An Intrapreneurship is someone who acts within some boundaries be it in form of company, building or organization. It is

* Assistant Professor, Department of Business Administration, Mahaveer College of Commerce, Jaipur, Rajasthan

5 of 6

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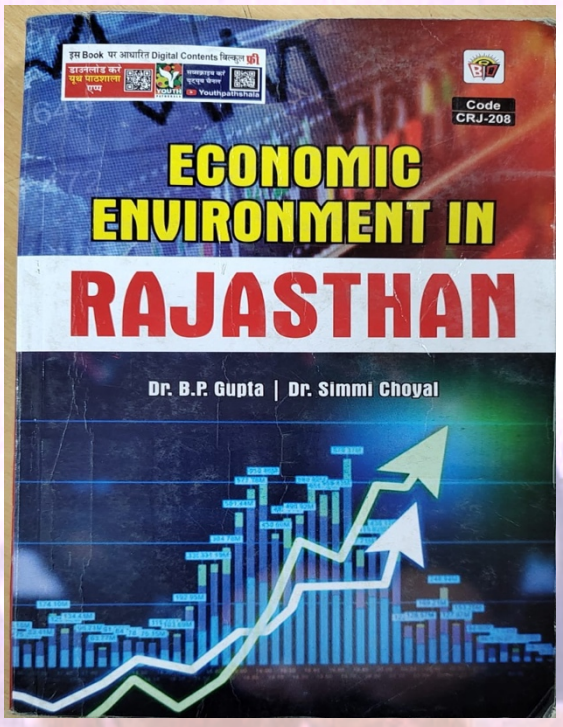

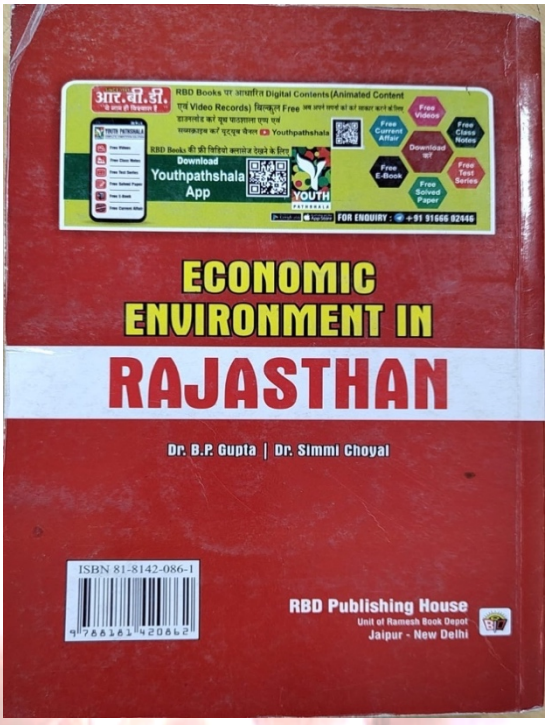

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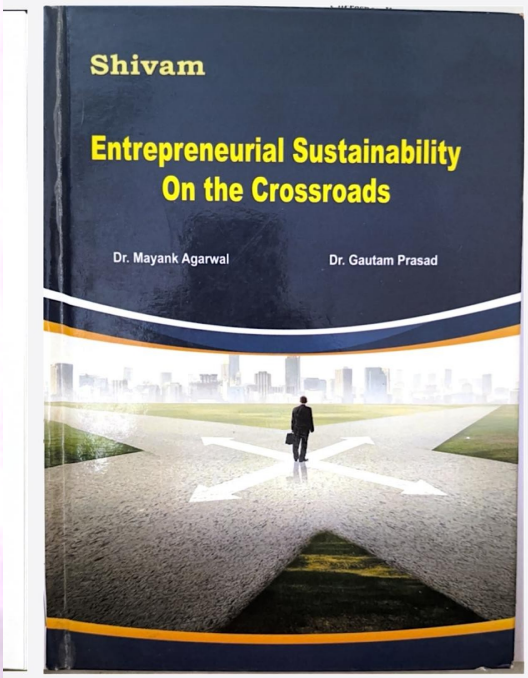

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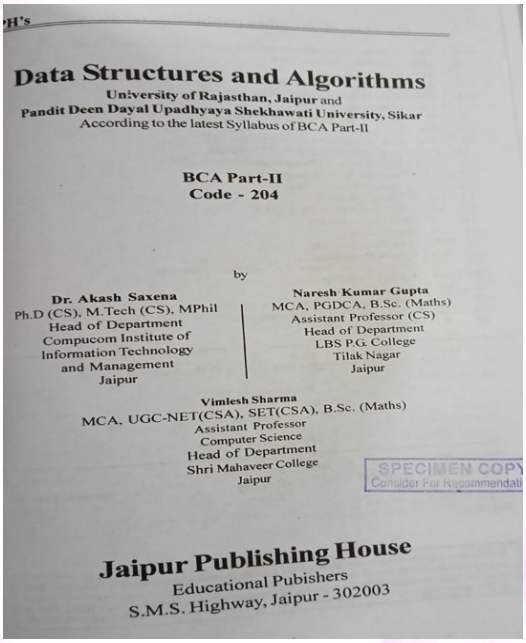

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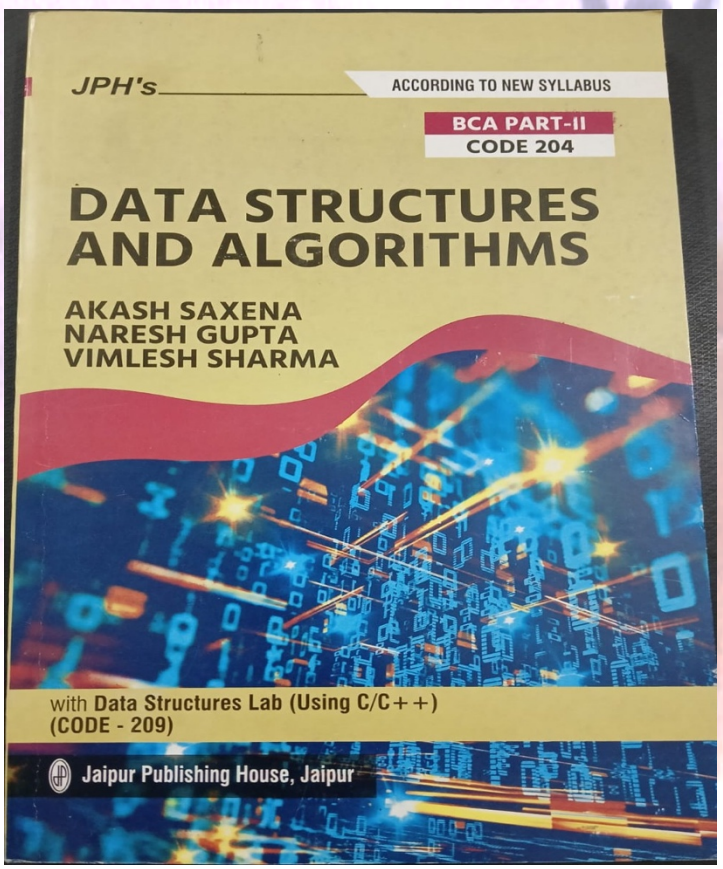

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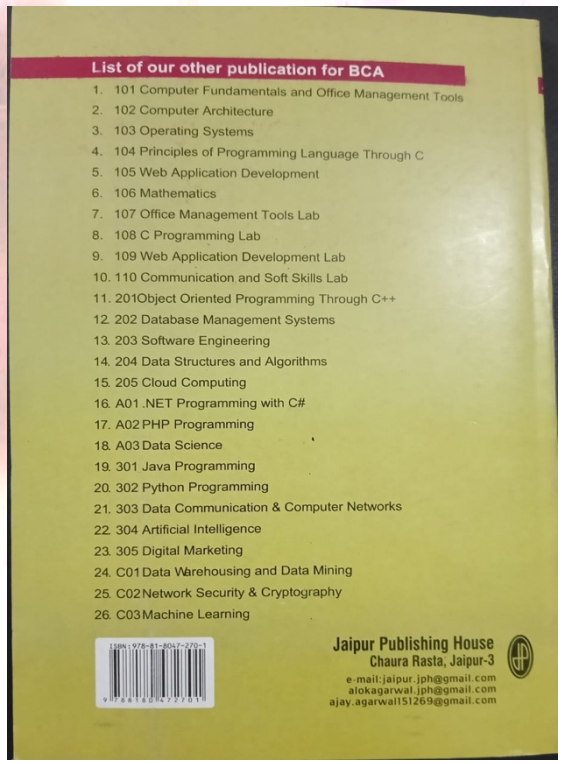

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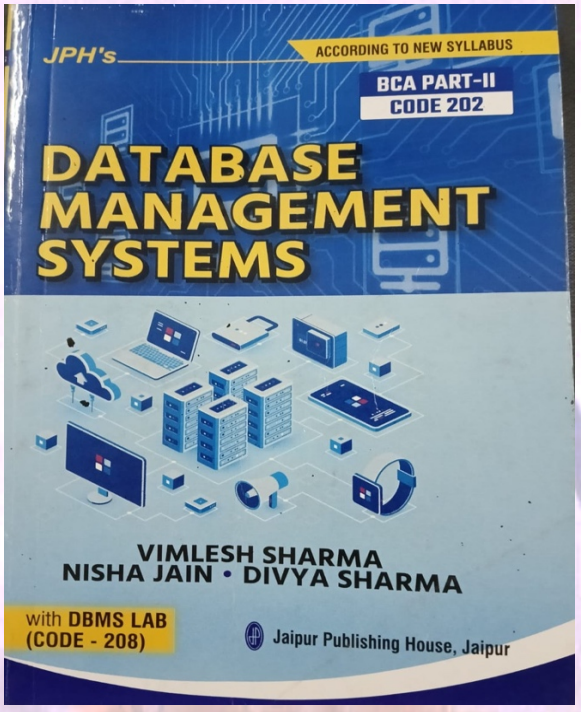

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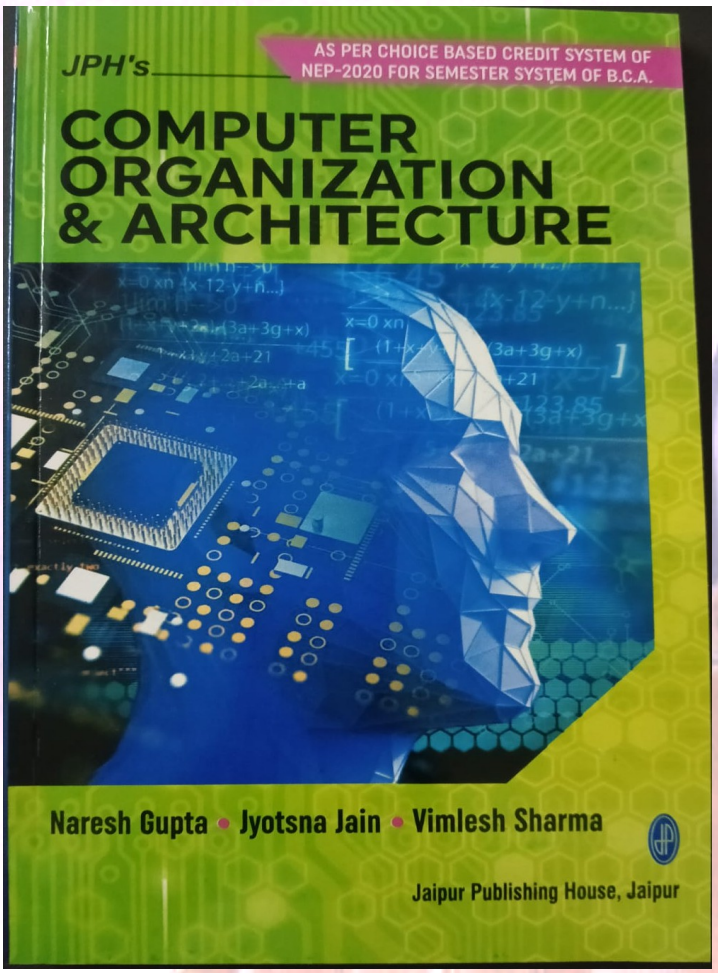

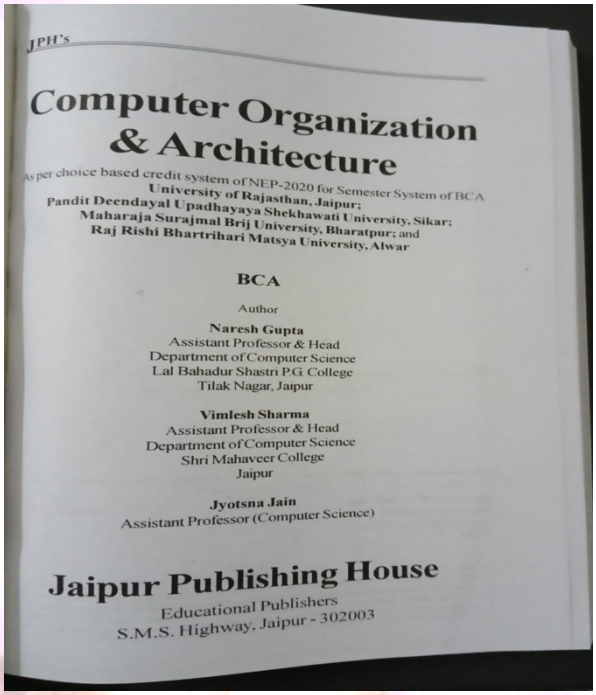
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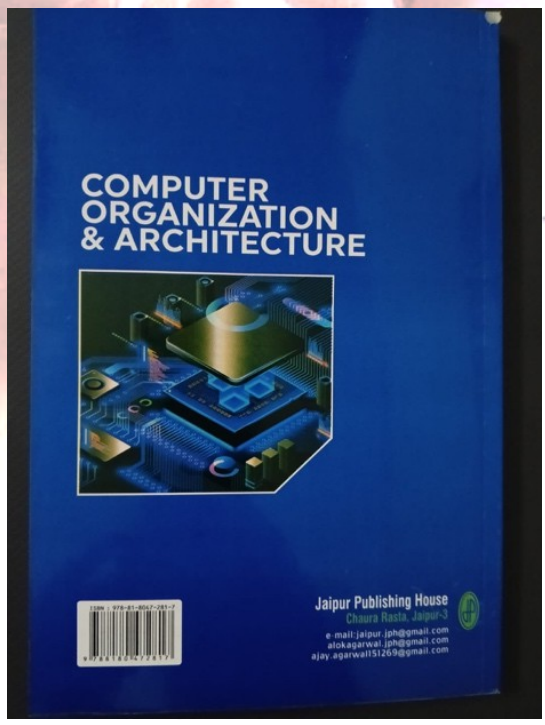

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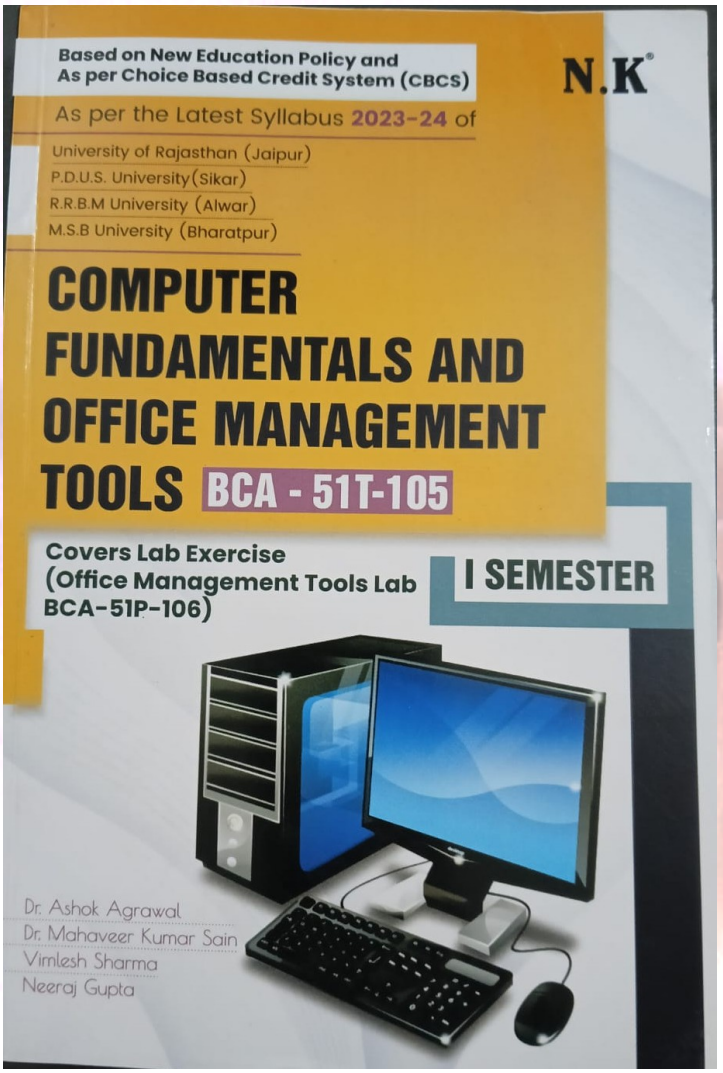

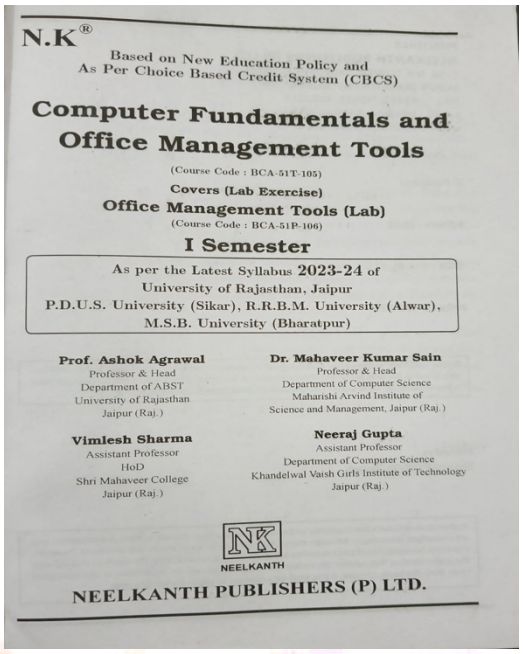
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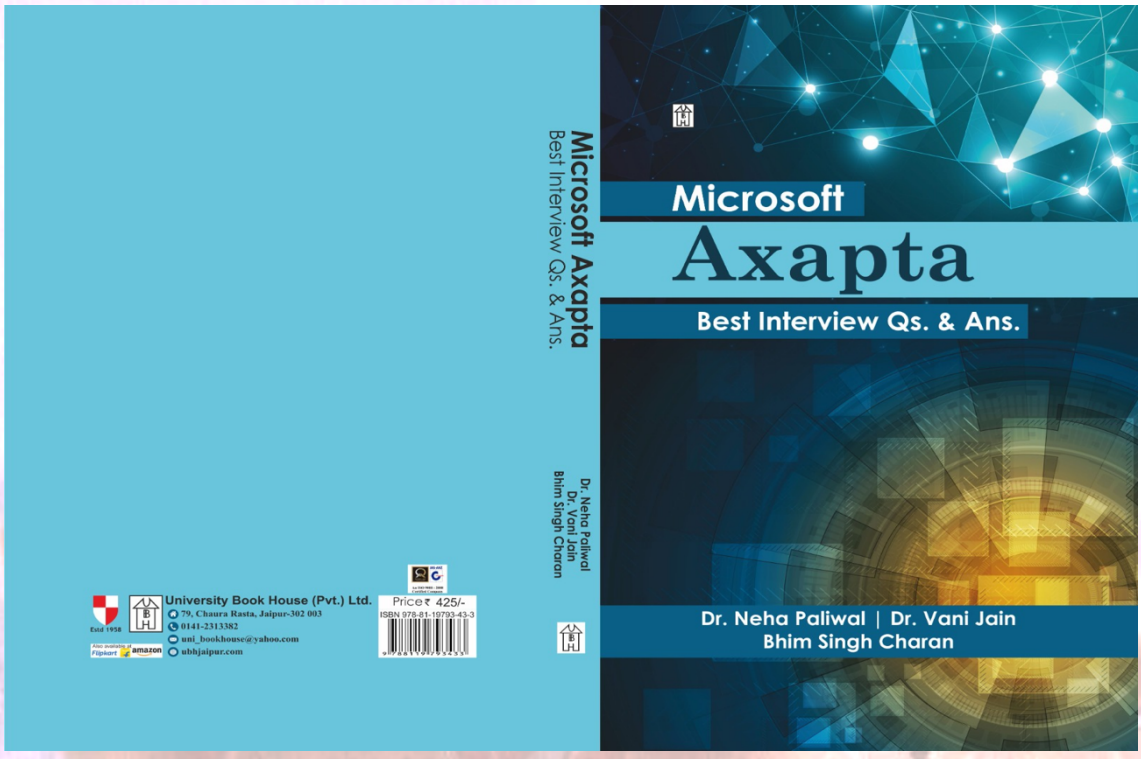

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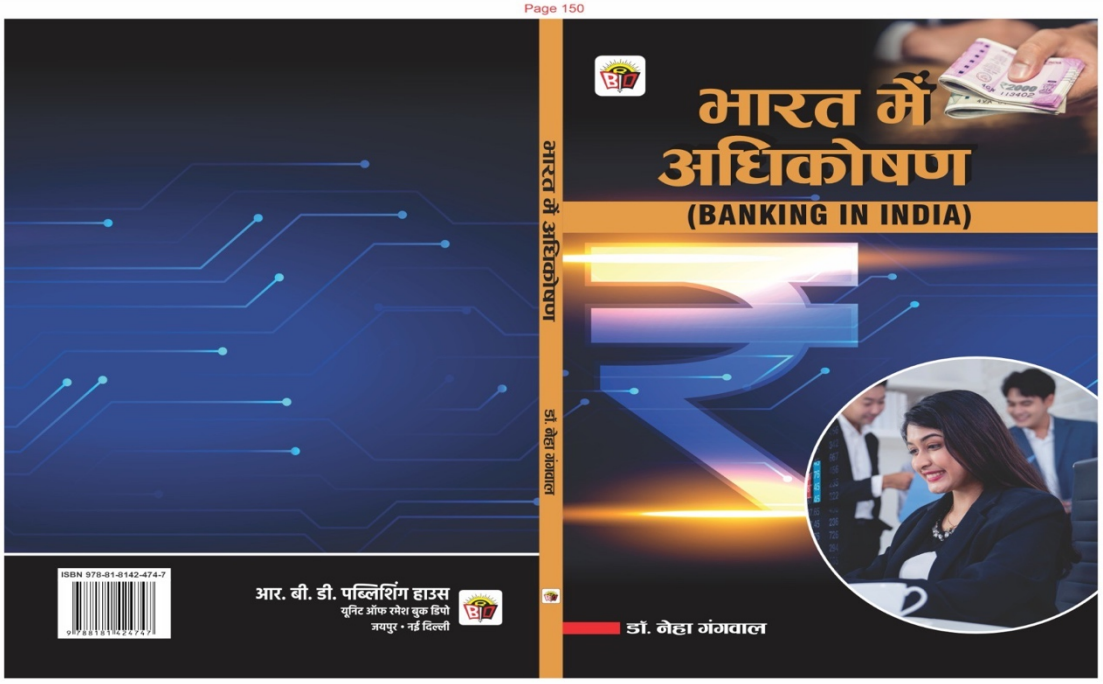

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Advanced Computer Network

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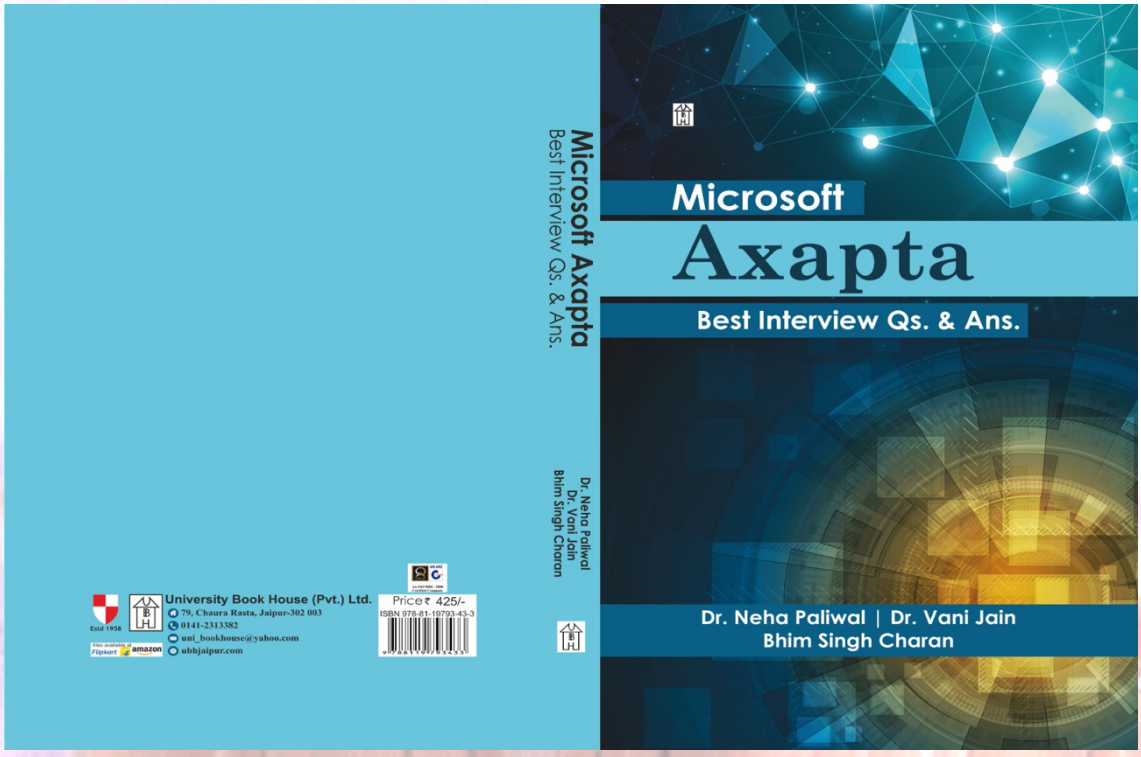

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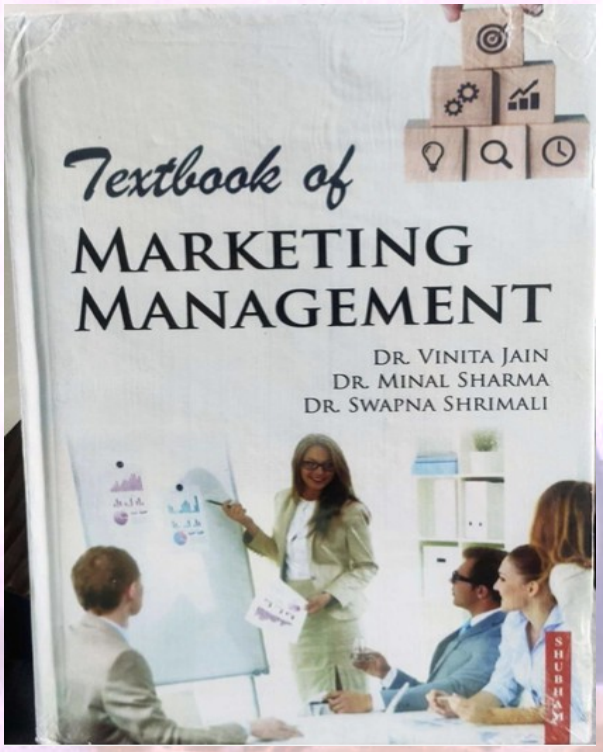

Textbook of
MARKETING MANAGEMENT

About the Book

"Textbook of Marketing Management" is a comprehensive guide that offers a thorough understanding of marketing principles, strategies, and practices. This book serves as an essential resource for students, professionals, and anyone interested in mastering the fundamental concepts and techniques of marketing management.

The book begins with an introduction to marketing management, providing an overview of its evolution and highlighting the importance of marketing in today's business landscape. Readers will explore the marketing process and learn how organizations create value for customers in a dynamic and competitive environment.

Contents

Introduction to Marketing Management • Marketing Planning and Strategy • Consumer Behavior • Market Research and Analysis • Product and Brand Management • Pricing Strategies and Tactics • Distribution Channel Management • Integrated Marketing Communication • Marketing Metrics and Performance Measurement • Services Marketing • International Marketing • Marketing Ethics and Social Responsibility • Conclusion

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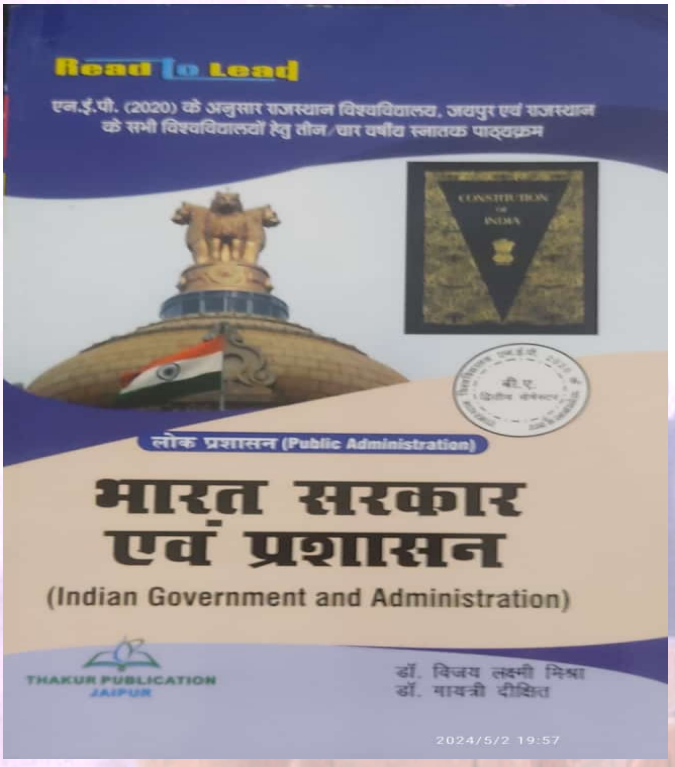

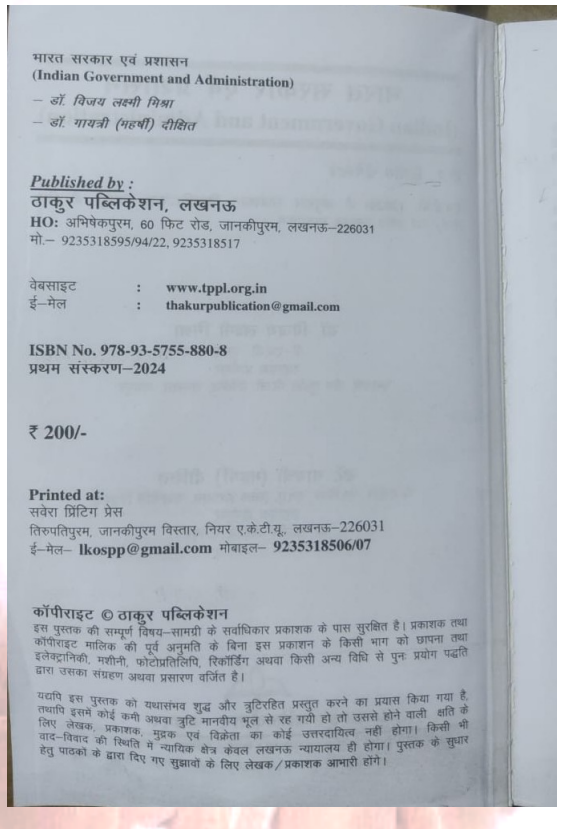

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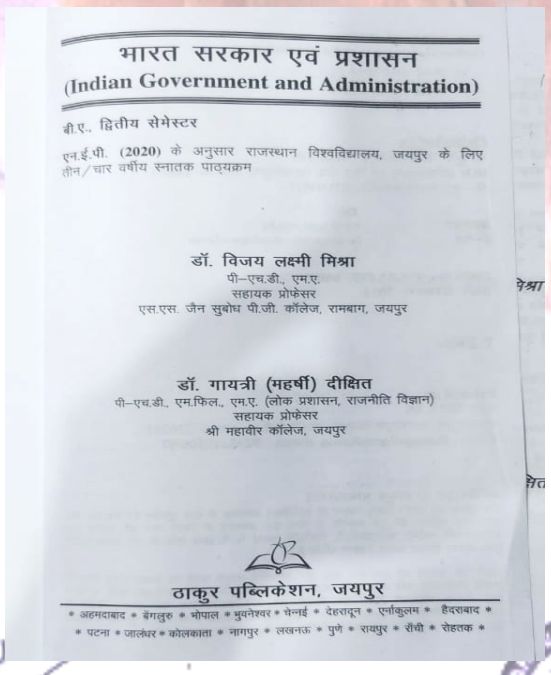
इस पुस्तक की सम्पूर्ण विषय–सामग्री के सर्वाधिकार प्रकाशक के पास सुरक्षित है। प्रकाशक तथा कॉपीराइट मालिक की पूर्व अनुमति के बिना इस प्रकाशन के किसी भाग को छापना तथा इलेक्ट्रानिकी, मशीनी, फोटोप्रतिलिपि, रिकॉर्डिंग अथवा किसी अन्य विधि से पुनः प्रयोग पद्धति द्वारा उसका संग्रहण अथवा प्रसारण वर्जित है।

यद्यपि इस पुस्तक को यथासंभव शुद्ध और त्रुटिरहित प्रस्तुत करने का प्रयास किया गया है, तथापि इसमें कोई कमी अथवा त्रुटि मानवीय भूल से रह गयी हो तो उससे होने वाली क्षति के लिए लेखक, प्रकाशक, मुद्रक एवं विक्रेता का कोई उत्तरदायित्व नहीं होगा। किसी भी वाद–विवाद की स्थिति में न्यायिक क्षेत्र केवल लखनऊ न्यायालय ही होगा। पुस्तक के सुधार हेतु पाठकों के द्वारा दिए गए सुझावों के लिए लेखक/प्रकाशक आभारी होंगे।



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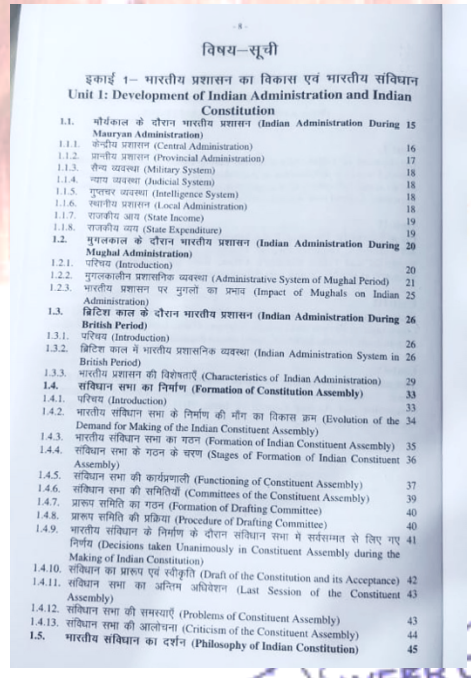

विषय–सूची

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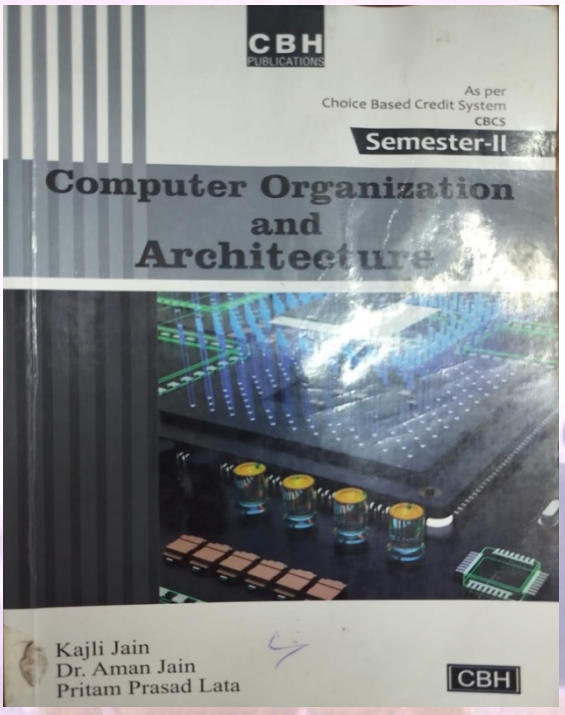

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Computer Organization & Architecture

*[As per latest Syllabus of University of Rajasthan, **Jaipur** and P.D.U.S. University, **Sikar** for B.C.A. Part-I (Semester-II)]*

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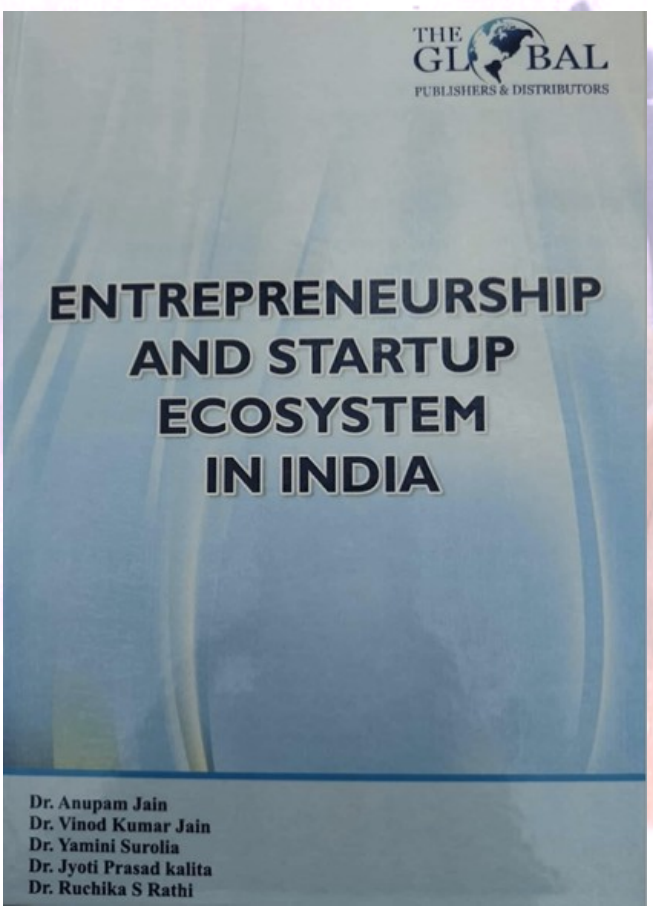

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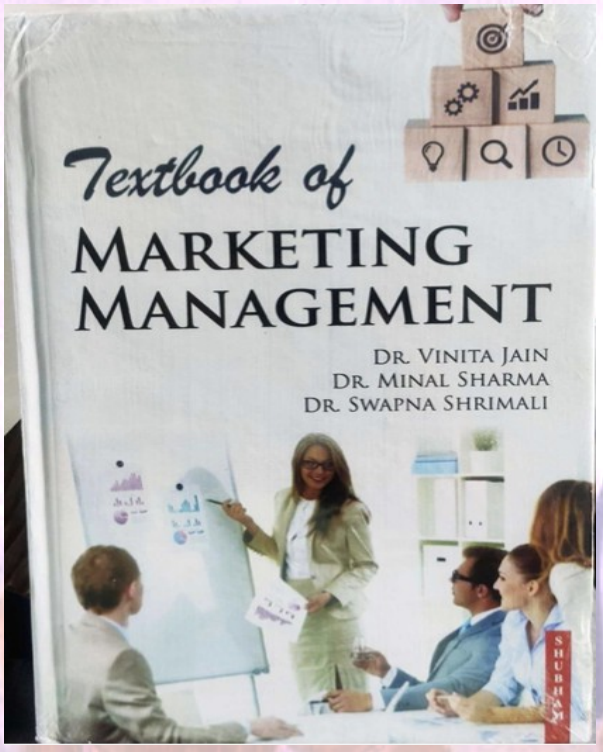

Textbook of
MARKETING MANAGEMENT

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"Textbook of Marketing Management" is a comprehensive guide that offers a thorough understanding of marketing principles, strategies, and practices. This book serves as an essential resource for students, professionals, and anyone interested in mastering the fundamental concepts and techniques of marketing management.

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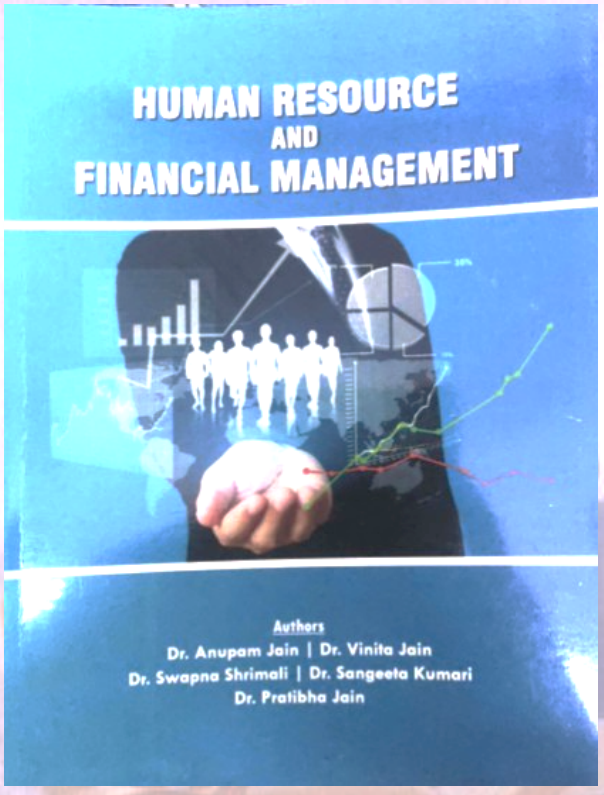

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Business Enterprise Management
Entrepreneurial Ecosystem, and the Start-up Landscape in India

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8
Chapter

Role of Banks in Enhancing Local Manufacturers

Dr. Anupam Jain* & Dr. Vinita Jain**

Abstract

This chapter delves into the pivotal role of banks in fostering and bolstering local manufacturing enterprises within the context of India's dynamic entrepreneurial ecosystem. The chapter explores the multifaceted ways in which banks contribute to the growth, sustainability, and innovation of local manufacturers, thereby propelling India's industrial landscape forward. Through a comprehensive analysis of various banking mechanisms, financial instruments, and support systems, this chapter aims to illuminate the symbiotic relationship between financial institutions and local manufacturers. It also highlights the challenges and opportunities that lie ahead in harnessing the full potential of this partnership.

Introduction

The Indian economy has undergone significant transformations, with local manufacturing emerging as a key driver of economic growth, employment generation, and technological advancement. In this dynamic landscape, the role of banks in nurturing and enhancing local manufacturing enterprises has become indispensable. Banks play a pivotal role in facilitating access to capital, promoting innovation, mitigating risks, and providing a supportive financial ecosystem that enables local manufacturers to flourish.

Access to Capital: One of the primary ways in which banks contribute to enhancing local manufacturing is by providing access to capital. Traditional loans, working capital finance, and trade finance are crucial lifelines that enable manufacturers to invest in technology, upgrade infrastructure, expand production capacities, and explore new markets. Additionally, specialized lending schemes targeted at the manufacturing sector, with favorable interest rates and repayment terms, have the potential to stimulate growth and job creation.

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His /Her participation is highly appreciated.

Prof. Krishna Gupta	Dr. Anand Poddar	Mrs. Roopal Poddar	Prof. Praveen Goswami
Director (UCCS & IT), UOR	Chairperson (PGI)	Vice-Chairperson (PGI)	Principal (PIC)

IQAC
Co-ordinator
Shri Mahaveer College

SHRI MAHAVEER COLLEGE
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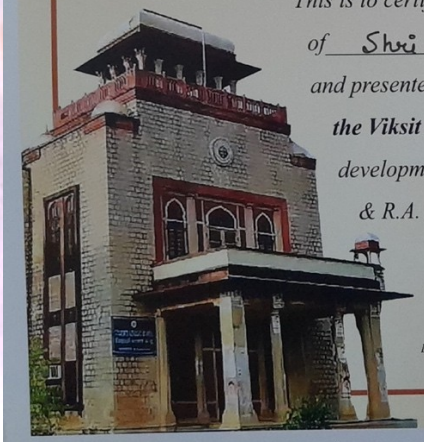
CHOYAL
CHOYAL SCHOOL OF MILLING TECHNOLOGY

National Seminar
on
"Start-up bootcamp : A Step towards the Viksit Bharat@2047"

Certificate

This is to certify that Dr/Mr/Ms. Vinita Jain
of Shri Mahaveer College, Jaipur has participated and presented a paper in the National Seminar on **"Start-up bootcamp: A step towards the Viksit Bharat@2047"** Jointly organized by Centre for Entrepreneurship and skill development, University of Rajasthan, Choyal School of Milling Technologies Ajmer & R.A. Podar Institute of Management, University of Rajasthan on 3rd Feb, 2024.



Organizing Co-ordinator	Organizing Convener & Mentor	Organizing Secretary
Prof. Anurag Sharma	**Mr. R.S. Choyal**	**Dr. Shikha Nainawat**
Director, Centre for Entrepreneurship and Skill Development, University of Rajasthan, Jaipur	Executive Director, Choyal Group, Ajmer	Director, R.A. Podar Institute of Management, University of Rajasthan, Jaipur

Neeling
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International Conference on
Innovative Research and Practices in Commerce, Management and IT for Sustainable Development (ICIRP-2024)
04 - 05 March, 2024

Certificate

This is to certify that Prof. / Dr./ Mr./ Ms. Vinita Jain of Shri Mahaveer College C-scheme Jaipur has participated and presented a paper on the topic Role of Corporate Social Responsibility In Sustainable Development. in the International Conference on **"Innovative Research and Practices in Commerce, Management and IT for Sustainable Development (ICIRP 2024)"** organised by Department of Accountancy & Business Statistics, University of Rajasthan, Jaipur in association with Tirupati College of Technical Education, Jaipur on 04 – 05 March, 2024

Prof. Pankaj K. Gupta
Conference Convenor

Dr. B.N. Gaur
Organizing Secretory

Prof. Ashok Agrawal
Conference Chairperson

Prof. Krishna Gupta
Conference Convenor

Dr. P. C. Saini
Organizing Secretory

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