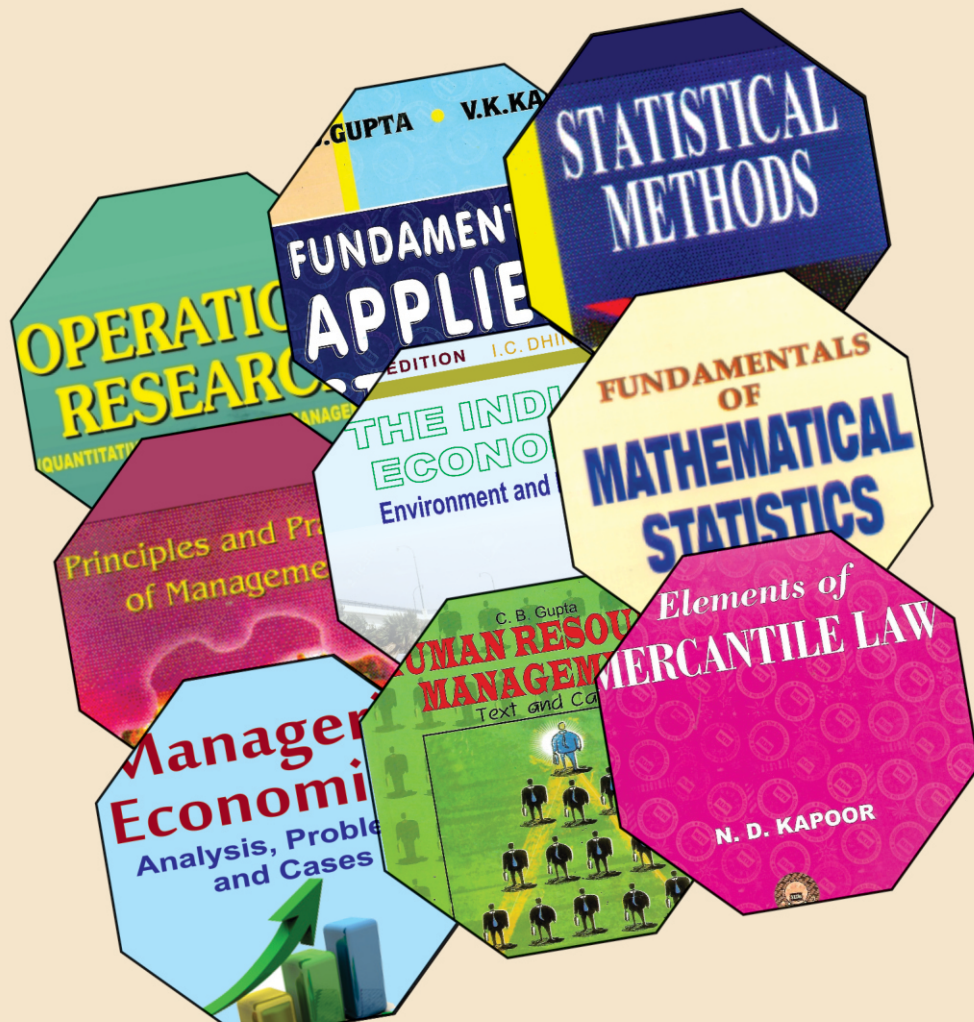


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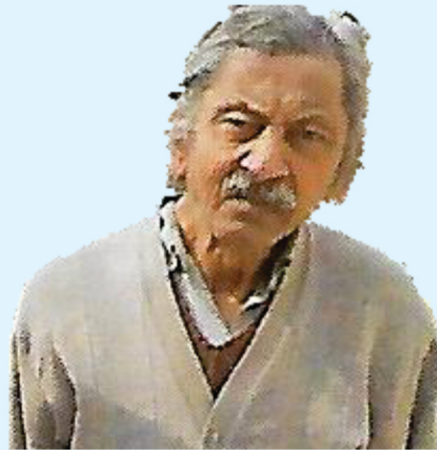


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Quantitative Methods and Decision Making 37, 39-45, 48
Information Technology 30-31
Management Accountancy 25-29
Business Laws 2, 14, 46
Economics 2, 34-38
Soft Skills Development/Self Development 2, 5, 49, 50, 53

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AUTHOR'S INDEX

Adhikari, M. 3, 36
Anbarasu, D. Joseph 23, 24
Bhashyam, S. 19
Bhikshu, Mahatma Devesh 49, 50
Boominathan, V.K. 24
Dhingra, I.C. 2, 3, 36
Ghosh, P.K. 2, 3, 37, 39
Gnanaraj, G. 24
Grewal, T.S. 25
Gulshan, S.S. 50
Gupta, C.B. 2, 3, 7, 8, 12, 15, 32, 37, 48
Gupta, M.P. 40
Gupta, P.K. 41, 43, 44
Gupta, S.L. 15, 17
Gupta, S.P. 40, 41
Hingorani, N.L. 25
Janakiraman, N. 23
Jeevanandam, C. 18, 38
Kapoor, G.K. 49
Kapoor, N.D. 2, 14, 46, 47
Kapoor, V.K. 2, 3, 31, 41, 42, 44
Khanka, S.S. 48
Korlahalli, J.S. 46
Maheshwari, CA Sharad K. 25
Maheshwari, K.L. 34
Maheshwari, S.N. 2, 19, 25, 26, 27, 29
Manoharan, P. 24
Mehta, P.L. 35
Mittal, Alka 24
Mittal, D.K. 38
Mohan, Man 43, 44
Nair, Sanjith R. 16
Narag, A.S. 45
Pal, Rajendra 46
Pal, Sumitra 4, 17
Prasad, L.M. 2, 3, 6, 9, 11, 30, 39
Prasad, Usha 30
Rajan Nair, N. 16
Ramanathan, A.R. 25
Rao, P.C.K. 33
Ratna, V.V. 15
Rustagi, R.P. 20, 21, 22, 23
Sancheti, D.C. 42
Saxena, V.K. 28, 29
Sharma, D.D. 17, 47, 50
Singh, R.N. 10
Srinivasan, N.P. 48
Swarup, Kanti 43
Tripathi, P.C. 8, 10, 13
Varma, M.M. 32, 33
Varshney, P.N. 38
Varshney, R.L. 14, 19, 34
Vashist, C.D. 28, 29

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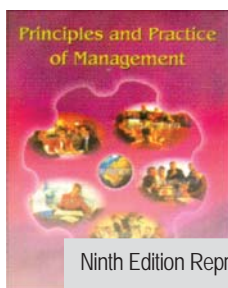
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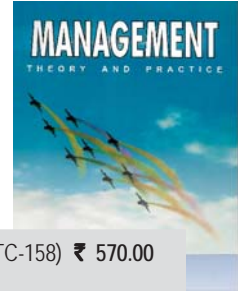
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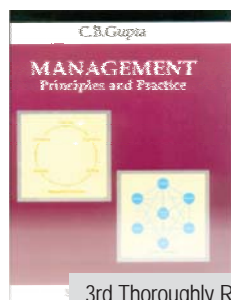
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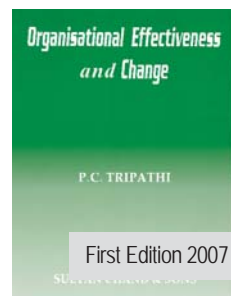
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In writing this book the UGC Model Curriculum suggested for MBA second semester Paper 201 has been kept in mind.

The book will be equally useful for a practicing manager who wants to further improve his organisation's effectiveness.

Brief Contents

Part – I : Introduction to Organisational Effectiveness and Culture

- Organisational Effectiveness
- Organisational Change
- Organisational Culture (OC)

Part – II : Some Aspects of Internal Environment

- Creativity and Innovation
- Cooperation, Competition and Conflict
- Authority, Power and Politics
- Quality Consciousness and Customer Satisfaction

Part – III : OD and its Interventions

- Organisation Development (OD)
- Individual and Small Group Intervention
- Team and Inter-team Interventions
- Structural
- Interventions
- Comprehensive Interventions. (Total Organisational Interventions)

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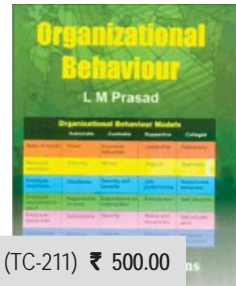
Organizational Behaviour

Dr. L.M. Prasad

Fifth Thoroughly Revised Edition Reprint 2019

Pp. xvi + 740

ISBN 978-81-8054-841-3 (TC-211) ₹ 500.00



The book in its fifth edition has been thoroughly revised and restructured incorporating the latest concepts and practices in Organizational Behaviour. Practices in Organizational Behaviour in Indian context have been discussed in two forms: discussion of findings of Indian research studies on different aspects of Organizational Behaviour and discussion of practices in Organizational Behaviour adopted by prominent Indian companies and business leaders. Thus, the present edition is ideally suited to MBA/PGDM, M.Com. and other relevant courses. The main features of the present edition are as follows:

- Most comprehensive coverage with latest developments.
- Subject-matter presented in simple and lucid style with suitable tables, figures, and exhibits.
- Proper blend of theory and practice of Organizational Behaviour.
- Awareness developer at the end of each chapter to enable a reader to assess his/her behavioural pattern.
- Live cases for classroom discussion along with a note on learning through cases to sharpen diagnostic and analytical skills of the participants.

Changes in the Present Edition

The present edition of the book has incorporated many changes which are as follows :

1. New topics added are as follows ; Ethnocentrism • Relativism • Classes of employees needing special attention • Ethical issues involved in Organizational Behaviour • Limitations of Organizational Behaviour (Chapter 1) • Modern Approach of Organizational Behaviour • Variables in OB models • Systems model of OB • Contingency model of OB (Chapter 2) • Some personality traits- grit, self-evaluation, narcissism, self-monitoring and proactivity - and dimensions of high fliers (Chapter 4) Cognitive processes (Chapter 6) • Money as healer and skill-based pay (Chapter 10) • Reality of organizational decision making (Chapter 11) • Group shift and methods of group decision making (Chapter 13) • System theory of leaderships roles (Chapter 16) • Computer-based communication (Chapter

17) • Components of organization structure (Chapter 19) • Boundaryless organization (Chapter 20) • Organizational climate (Chapter 23)

2. In most of the chapters, many topics of the previous edition have been elaborated suitably.
3. In many chapters, photographs of leading Indian Industrialists/ highlevel managers/role models have been added with suitable narration.
4. In the present edition, a case has been given in each chapter instead of giving cases at the end of the text.

Brief Contents

Part I – Conceptual Framework for Organizational Behaviour : Nature of Organizational Behaviour, Foundation of Organizational Behaviour.

Part II – Individual Dimensions of Organizational Behaviour : Nature of Human Behaviour, Personality, Perception, Learning, Attitudes and Values, Emotional Intelligence, Motivation, Motivational Applications, Individual Decision Making.

Part III – Group Dimensions of Organizational Behaviour : Interpersonal Behaviour, Group Dynamics, Work Teams, Power and Politics, Leadership, Communication, Conflict Management.

Part IV – Structural and Cultural Dimensions of Organizational Behaviour : Design of Organization Structure, Forms of Organization Structure, Work Design and Work Stress, Organisational Culture.

Part V – Organizational Effectiveness and Change : Organizational Effectiveness, Organisational Change, Organisation Development.

Appendices • Learning through Cases • Method of Scoring & Score Interpretation of Awareness Developers.

Name Index • Subject Index.



M.Com., MBA, PGDBM & other Post-graduate Courses

Management Thought and Thinkers

Dr. R.N. Singh



2nd Edition Reprint

Pp. xii + 388

ISBN 978-81-8054-800-0 (TC-229) ₹ 250.00

Attempts to incorporate all the important schools of management thought, ideas and works of management luminaries.

Exposits each thinker's life-sketch, major books and papers published, innovative thought contents, and the evaluation of their thoughts and contributions.

Anthologises leading management thinkers right from Kautilya to modern behavioural scientists and system designers

Contents

Management Semantics (Pp. 50)

Early Influences : The Roots of Management (Pp. 34)

Management During the Medieval Period (Pp. 14)

Forerunners of Scientific Management (Pp. 18)

The Era of Scientific Management (Pp. 28)

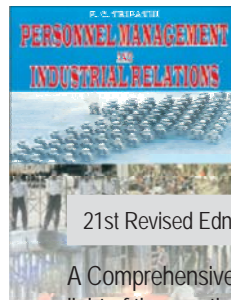
• Frederick Winslow Taylor • Henry Laurence Gantt • Frank Bunker Gilbreth • Mrs. Lillian Moller Gilbreth • Harrington Emerson

Schools of Management Thought (Pp. 64)

• The Management Process School • The Empirical School • The Human Behaviour School • The Social System School • Decision Theory School • The Mathematical or Quantitative School • Economic Analysis and Management Accounting School • The System School • General Contingency Theory of Management.

Management Thinkers (Pp. 180)

• Henri Fayol • George Elton Mayo • F.J. Roethlisberger • Mary Parker Follett • Hugo Munsterberg • Chester I. Barnard • Oliver Sheldon • Lyndall Fownes Urwick • Henry Dennison • James Burnham • Peter F. Drucker • Alfred P. Sloan, Ernest Dale • Warren C. Bennis • Herbert A. Simon • James D. Mooney and Alan C. Reiley • E.F.L. Brech • C. Northcote Parkinson • Douglas McGregor • Abraham H. Maslow • Frederick Herzberg • Rensis Likert • Chris Argyris • Kurt Lewin.



Personnel Management & Industrial Relations

Dr. P.C. Tripathi, Ph.D.

Formerly Prof. and Head of the Deptt. of Business Administration, Sukhadia University, Udaipur

21st Revised Edn. Rep. 2017

24 × 18 cm.

Pp. xx + 512

ISBN 978-81-8054-844-4 (TC-234) ₹ 285.00

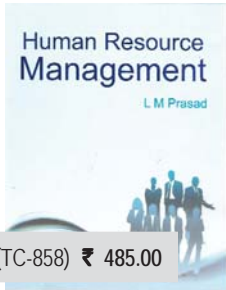
A Comprehensive and cogent presentation of the subject in the light of the practices prevailing in our country.

Brief Contents

• Introduction
• Future Personnel Manager
• Planning the Personnel Function
• Organising the Personnel Function
• Leadership
• Motivation
• Job Satisfaction and Morale
• Employee Communication
• Control and Audit
• Procurement of Personnel
• Performance Appraisal

• Training and Development
• Career Planning Promotion
• Change, Absenteeism & Turnover
• Employee Compensation
• Labour Welfare and Social Security
• Grievance
• Employee Discipline
• Trade Unions
• Collective Bargaining
• Industrial Relations and Industrial Disputes in India
• Worker Participation in Management
• Records and Research
• Test Yourself (Objective Type Questions)
• Bibliography
• Glossary.

122018



Human Resource Management

Dr. L.M. Prasad

Fourth Edition Reprint 2018

Pp. xvi + 588

ISBN 978-93-5161-111-0 (TC-858) ₹ 485.00

The present text is the most authentic presentation of contemporary concepts and practices in Human Resource Management. An attempt has been made to incorporate the latest developments in the field. Many examples have been presented to show human resource management practices adopted by leading Indian companies. The book ideally fulfills the requirements of MBA/PGDM/M.Com and other relevant PG degrees/diplomas for Human Resource Management course. Besides, personnel managers whose organisations are graduating from traditional personnel management practices to modern human resource management practices, will also find this book worthwhile. The main features of the book are as follows :

- Most comprehensive coverage with latest developments.
- Subject-matter presented in simple and lucid style with suitable use of Figures, Tables and Exhibits.
- Proper blend of theories and their practices in Indian situations.
- Forty-five Exhibits showing how leading Indian companies follow different human resource management practices.
- Live cases for classroom discussion to sharpen the diagnostic and analytical skills of the participants.
- Each chapter commencing with the presentation of theme, contents and two relevant thoughts of leading personalities from India and abroad.

Changes in the Present Edition

The book in its fourth edition has been thoroughly revised and restructured with a view to incorporate the latest developments as well as to put the relevant and closely related subject-matters together. The following changes have been made in the present edition :

New Additions. In the present edition each chapter starts with HR practice of an Indian company related to subject matter of the chapter. This will help you to relate theoretical framework of the chapter with HR practices. Many newer concepts and issues have been added: Interdisciplinary approach of Human Resource Management, Evolution of Human Resource Management, Pattern of Managing Human Resources in India, HR Score card, Factors Affecting Human Resource Planning,

Competency approach of Job Analysis, Design of application form, Factors Affecting Selection Process Adversely, Evolution of Human Resource Development, Principles of Human Resource Development, Competency Management, Aligning Training and Development to Business Needs, Future Trends in Training and Development, Multiskilling, E-learning, Theories of Compensation, Machinery for Fixing Wages, Carrier Customization, Structure of Quality Circle, Principles of Promotion of Employees, Negotiation Skills and Negotiation.

Contents

Part I : Framework for Human Resource Management :

Introduction to Human Resource Management • Human Resource Management Environment • Strategic Human Resource Management • Human Resource Information System • Research, Accounting and Audit.

Part II : Acquiring Human Resources : Human Resource

Planning • Job Design and Job Analysis • Recruitment • Selection • Induction and Placement.

Part III : Human Resources Development : Human

Resource Development System • Career Planning and Development • Training and Development.

Part IV : Managing Performance and Compensation :

Performance Management • Compensation Management • Incentives and Benefits.

Part V : Motivating and Maintaining Human Resources :

Motivating Environment • Safety and Health Management • Human Resource Mobility.

Part VI : Managing Industrial Relations : Dynamics of

Industrial Relations • Discipline and Grievance Management • Management of Industrial Disputes.

Part VII : Human Resource Management for Global

Business: International Human Resource Management

Appendix : Learning Through Cases

• Name Index • Organisation Index • Subject Index.

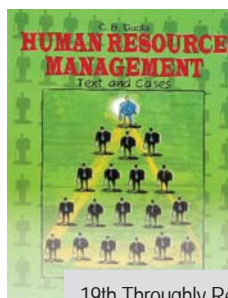


M.Com., MBA, PGDBM & other Post-graduate Courses

Human Resource Management – Text & Cases

Dr. C.B. Gupta

Shri Ram College of Commerce, University of Delhi, Delhi



19th Thoroughly Revised Edn. 2018

Pp. xxiv + 856

ISBN 978-93-5161-123-3 (TC-163) ₹ 605.00

Nineteenth Edition contains the following New Topics :

• Strategic HRM • Systems Approach to HRM • Competency Mapping • Human Engineering • Work-life Balance • Out Placement • Stay Interviews • Moonlighting • Six Sigma • Autonomous Work Groups • HR Score Card • HR Value Chain • Stress and Burnout • Business Process Re-engineering • Quality of Work Life • Benchmarking • Human Capital • Mentoring • 360 Degree Appraisal • Exit Policy • Sexual harassment • Workforce Diversity • Downsizing and VRS • HRM in Knowledge Industry • International HRM • E-Learning • TQM and Kaizen • Strategies to attract talent • Employee Retention • HRM as Competitive Advantage • Potential Appraisal • Pay Band Compensation Systems • Role Specific and Competency Based Training.

Brief Contents

Part I – Introduction to HRM (Pp. 84)

- Nature and Scope of HRM
- Organising the HRF
- Strategic HRM
- Human Resource Policies.

Part II – Acquiring Human Resources (Pp. 108)

- Human Resource Planning, Job Analysis & Job Design
- Recruitment and Selection, Placement, Induction and Socialisation.

Part III – Developing Human Resources (Pp. 128)

- Employee Training
- Executive Development
- Career Planning and Development
- Human Resource Development
- Employee Empowerment.

Part IV – Managing Performance & Compensation (Pp. 106)

- Performance Appraisal
- Job Evaluation, Wage and Salary Administration

- Incentive Compensation.

Part V – Maintaining & Retaining Human Resources (Pp. 98)

- Job changes
- Transfers, Promotions and Separations
- Absenteeism and Labour Turnover
- Employee Health & Safety. Employee Welfare
- Social Security
- Work Environment
- Discipline and Grievance.

Part VI – Integrating Human Resources (Pp. 140)

- Industrial Relations and Industrial Disputes
- Trade Unions
- Collective Bargaining
- Workers' Participation in Management
- Morale
- Job Satisfaction
- Human Relations
- Quality of Working Life
- Management of Stress and Burnout.

Part VII – Human Resource Control (Pp. 32)

- Human Resources Records, Research and Audit
- Human Resource Accounting and Information System.

Part VIII – Emerging Horizons in HRM (Pp. 72)

- Human Resource Management in Virtual Organisation
- International HRM
- HRM in a Changing Environment.

Appendix (Pp. 42)

- Some Syllabi on HRM
- Bibliography
- Index.



M.Com., MBA, PGDBM & other Post-graduate Courses

Human Resource Development

Dr. P.C. Tripathi, Ph.D.

Seventh Thoroughly Revised Edition Reprint 2015

Pp. xx + 532

ISBN 978-81-8054-885-7 (TC-233) ₹ 400.00

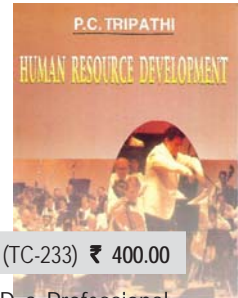
This book describes in detail the theory and practice of HRD/HRM. The book is specially designed to serve as a textbook for this paper at the post-graduate level in various Indian Universities.

New to this Edition: • Organisational Learning, Just-in-Time, Core Competence, Flat Organisations, Town-Sizing, Collateral Organisation, Structure, Virtual Organisation, Marketing Strategy, Brand Rationalisation, Supply Chain Management, Outsourcing, Merger, Business Process Engineering and Strategic Positioning • Contingency Approach to Leadership • Learning Curve • Emotional Intelligence • Manpower Planning in India • Team • Interview is an Unrealistic Tool of Selection • Major Recommendation of the Second National Commission on Labour in Relation to Employee Welfare and Social Security •

Approaches • Structure of HRD • Is HRD a Professional • Institutional and Government Efforts for Training Operative.

Contents

Introduction • Planning and Organising the HRD System • HRD in Indian Industry • Individual Behaviour • Group Behaviour • Acquisition of Human Resource • Performance Appraisal • Promotion, Potential Appraisal and Career Planning • Training and Development • Motivation • Leadership & Supervision • Employee Compensation • Employee Welfare and Social Security • Employee Communication • Help, Cooperation, Competition and Conflict • Grievance and Discipline • Quality of Work Life (QWL) • Organisational Climate or Culture (OC) • Organisational Change • Organisation Development (OD) • Organisational Effectiveness.



Industrial Relations and Labour Laws

Dr. P.C. Tripathi • Dr. C.B. Gupta • N.D. Kapoor

Fifth Revised Edition 2012

Pp. viii + 340

ISBN 978-81-8054-920-5 (TC-1162) ₹ 275.00

This book is meant to be a textbook for professional and post-graduate courses in management and commerce like DPM, DBM, MBA, MMS, B.Com and M.Com, MBE and MSW. Classes of various Indian Universities. The book can also be used by Personnel Managers and other executives who want to understand and more effectively manage their jobs.

Special Features

• A clear and easy to understand approach that gives an excellent account of industrial relations with Indian examples • Up-to-date information and latest developments • Indian examples • Concise and coherent explanation • Synopsis at the beginning of each chapter • Comprehensive coverage • Case studies • Select Bibliography • Review questions • Practical Problems.

In Part B, Labour Laws up-to-date Amendments have been incorporated in the following enactments :

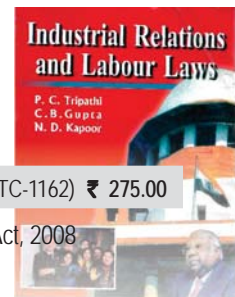
- Chapter 3 : Employee State Insurance Act, 1948
- Chapter 4 : Employees Provident Funds Act, 1952
- Chapter 6 : Maternity Benefit Act, 1961
- Chapter 7 : The Payment of Wages Act, 1936
- Chapter 12 : Payment of Bonus Act, 1965
- Chapter 13 : The Apprentices Act, 1961

Chapter 15 : The Collection of Statistics Act, 2008
New Questions and Caselets

Contents

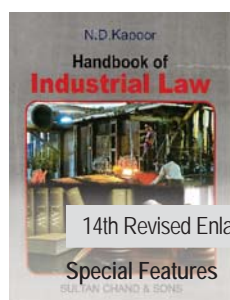
Part A – Industrial Relations [Pp. 220] : • Industrial Relations and Industrial Disputes in India • Trade Unions • Collective Bargaining • Grievance • Employee Discipline • Employee Compensation • Labour Welfare and Social Security • Workers' Participation in Management • Industrial Relations System in Great Britain and U.S.A.

Part B – Labour Laws [Pp. 346] Introduction • The Factories Act, 1948 • The Workmen's Compensation Act, 1923 • The Employees' State Insurance Act, 1948 • The Employees' Provident Fund and Miscellaneous Provisions Act, 1952 • The Payment of Gratuity Act, 1972 • The Maternity Benefit Act, 1961 • The Payment of Wages Act, 1936 • The Minimum Wages Act, 1948 • The Industrial Disputes Act, 1947 • The Industrial Employment (Standing Orders) Act, 1946 • The Trade Unions Act, 1926 • The Payment of Bonus Act, 1965 • The Apprentices Act, 1961 • The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1956 • The Collection of Statistics Act, 2008 • Bibliography • Syllabus.





M.Com., MBA, PGDBM & other Post-graduate Courses



Handbook of Industrial Law

N.D. Kapoor

14th Revised Enlarged Edition Reprint

Pp. xii + 676

ISBN 978-81-8054-880-2 (TC-298) ₹ 595.00

Special Features

A complete and exhaustive commentary on 17 important Central Labour Laws. Comprehensively covers a wide spectrum of industrial laws in an easily assimilable manner and in simple language. Strikes a remarkable balance between cold, voluminous and bulky commentaries on one hand and run-of-the-mill books on the other. Deals with every topic in the light of the Statute Law and *ratio decidendi*. Illustrates the intricate points of law with a large number of illustrative examples with facts culled from decided cases. Includes latest amendments to various Statutes and latest case-laws; a large number of Test Questions and Practical Problems (with hints for their solutions), and Table of Cases. An indispensable book for students of commerce and law, working managers, employers and employees, and legal practitioners.

The present edition incorporates the latest amendments in the following statutes:

1. The Employees Compensation Act, 1923
2. The Employees State Insurance Act, 1943 w.e.f. from 1-5-2010
3. The Payment of Gratuity Act, 1972 w.e.f. from 24-5-2010

Contents

Part One : Working Conditions : The Factories Act, 1948

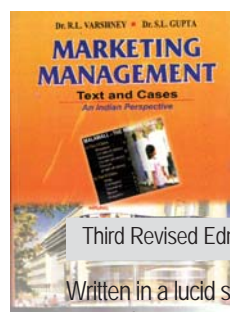
Part Two : Social Security : The Workmen's Compensation Act, 1923; The Employees' State Insurance Act, 1948; The Employees' Provident Funds and Miscellaneous Provisions Act, 1952; The Payment of Gratuity Act, 1972; The Maternity Benefit Act, 1961.

Part Three : Wages and Bonus : The Payment of Wages Act, 1936; The Minimum Wages Act, 1948; The Payment of Bonus Act, 1965.

Part Four : Industrial Relations : The Industrial Disputes Act, 1947; The Industrial Employment (Standing Orders) Act, 1946; The Trade Unions Act, 1926.

Part Five : Miscellaneous : The Apprentices Act, 1961; The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959; The Collection of Statistics Act, 1953; The Contract Labour (Regulation and Abolition) Act, 1970; The Equal Remuneration Act, 1976.

Question Papers.



Marketing Management – Text & Cases – An Indian Perspective

Dr. R.L. Varshney and Dr. S.L. Gupta

Third Revised Edn. Reprint 2016

Pp. xxviii + 1192

ISBN 978-81-8054-589-4 (TC-822) ₹ 550.00

Written in a lucid style, the book has more than a thousand Indian examples at appropriate places. It also contains a number of Indian cases and live situations.

In the New Edition, the text has undergone exhaustive revision and substantial value addition, through 51 well structured chapters arranged in 10 units. It covers more than 150 applications-oriented exercises, 80 case studies and 1000 examples to reflect the latest developments. In this edition, we have not only revised and updated all the earlier chapters but also added 25 chapters.

The content of the book makes it equally useful for both basic and advanced courses in Marketing Management. It is indispensable for students of MBA, M.Com, MBE, BBA, BBS, B.Com, PGDBM, PGDMM and Practising Marketing

Manager. It is a valuable reference source for Marketing Organisations.

Contents

Unit 1. Understanding the Marketing Concepts – Pp. 134 • Unit 2. Developing Marketing Strategy & Selecting Target Markets – Pp. 222 • Unit 3. Understanding Consumer & Consumer Behaviour – Pp. 116 • Unit 4. Understanding the Product Concepts – Pp. 116 • Unit 5. Pricing Decisions – Pp. 74 • Unit 6. Distribution Management Decisions – Pp. 156 • Unit 7. Advertising & Sales Promotion Decisions – Pp. 110 • Unit 8. Managing Sales Force – Pp. 70 • Unit 9. Managing Marketing of Services – Pp. 70 • Unit 10. Understanding the New Marketing Concepts – Pp. 102 • Appendices – Pp. 15 • Subject Index – p. 4 • Total – Pp. 1,189.

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M.Com., MBA, PGDBM & other Post-graduate Courses

Advertising and Sales Promotion Management –

Text & Cases

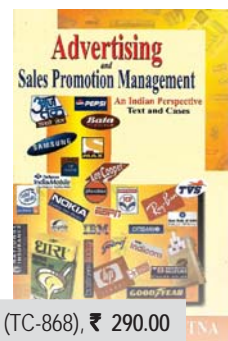
Dr. S.L. Gupta • Dr. V.V. Ratna

First Edition Reprint 2011

Pp. xxiv + 636

ISBN 978-81-8054-861-1 (TC-868), ₹ 290.00

TNA



This book has some emerging topics :

- Internet as an emerging medium of advertising • Social, Ethical and Legal Issues in Advertising • Strategic Advertising Decision
- Direct Marketing as a Tool of Sales Promotion • Relationship Marketing as a Tool of Sales Promotion.

The book has been divided into two sections. The First Section deals with the intricacies of Advertising, The second section deals with Sales Promotion. The book is written in Lucid and Simple Language.

Contents

Section I : Advertising (Pp. 434)

Introduction • Historical Perspective of Advertising • Types of Advertising • The Advertising Agency • Types of Media • Market

Analysis Segmentation and Targeting • Market Analysis : Family Life Cycle and Life Style Marketing • Perception Learning and Diffusion Process of Communication • Creative Execution • Media Selection, Planning and Scheduling • Creativity in Advertising • Advertising Budget • Direct Marketing and Customer Satisfaction • Role of Strategies in Marketing Communication Process • Internet as an Emerging Advertising Medium • Publicity and Public Relations • Advertising Research

Section II : Sales Promotion (Pp. 214)

An Introduction to Sales Promotion • Sales Promotion, Planning Budget and Evaluation • Types and Techniques of Sales Promotion • Personal Selling • Sales Display, Sales Forecasting, Sales Budgeting and Control • Sales Promotion through Selling Skills • Sales Meeting, Sales Training and Sales Presentation • Promotion of Services • Relationship Marketing.

Advertising and Personal Selling

Dr. C.B. Gupta

9th Revised Edition 2017

Pp. xx + 348

ISBN 978-93-5161-091-5 (TC-1133) ₹ 295.00



Salient Features

- Comprehensive coverage of all the prescribed topics.
- Systematic arrangement and analytical presentation.
- Lucid and simple language.
- Focus on conceptual clarity.
- Precise and clear exposition of the text.
- Chapter outline in the beginning of every chapter to provide a bird's eye view of the contents.
- Extensive use of tables and diagrams to illustrate the text.
- Summary at the end of every chapter for quick recapitulation.
- Test Questions at the end of every chapter for self-examination.

The following additions and improvements have been made in this new addition:

- Advertising Self-regulation
- Information Needs of Salesforce
- Changing Role of Personal Selling
- Forms of Internet Advertising

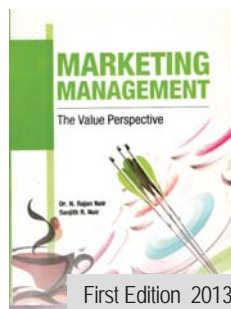
Contents

Section A : Advertising : Introduction to Advertising • Media Decisions • Message Development • Measuring Advertising Effectiveness • Advertising Agency • Ethical and Legal Aspects of Advertising.

Section B : Personal Selling : Introduction to Personal Selling • Process of Effective Selling • Sales Planning and Control • Management of Sales Force • Appendix.



M.Com., MBA, PGDBM & other Post-graduate Courses



Marketing Management – The Value Perspective

Dr. N. Rajan Nair • Sanjith R. Nair

First Edition 2013

Pages xxiv + 403

ISBN 978-81-8054-958-8 (TC-1201) ₹ 350.00

Revolutionary changes in the area of marketing, both academic & professional demand pedagogical changes. The fast growth of Business School that enrol students from multiple streams has also necessitated a differently designed text. The whole text is based on Value Perceptions and their application to appropriate marketing strategies and their implementation. It is built around the concepts of Value Exploration, Value and Identification and crafting and translating values to different strategies such as Pricing Communication, Delivery, Value Enhancement and Values Sustenance.

Special Features of this book are :

- Each chapter begins with the very basics and gradually progresses to advanced levels
- End notes are given wherever elaborations are needed
- Marketing Realities – "Illustrative Windows" are provided in each chapter. These are real cases that will enable students to grab even intricate issues with clarity in perspective
- Review questions and cases studies have been given in every chapter to help the students to assimilate the subject and learn its practical aspects. Care has been taken to provide appropriate citations for all material included in the text.

Brief Contents

1. Concepts and Perspectives of Value
2. Evolution of Value Concepts – Origin to Present
3. Value Perceptions – Corporate Level and Consumer Level
4. Origin and Sources of Value Perception – External Environment Analysis
5. Value Exploration – Tools and Process
6. Reckoning and Relating Values – Consumer Behaviour and Segmentation
7. Premises for Value Creation
8. Assessing Market Opportunities – Crafting Value Estimation Process
9. Structuring Organizational Support of Value Creation – Planning, Organizing and Controlling Marketing Efforts.
10. Translating and Merging Values into Product Concepts – The Product Mix
11. Matching Perceptions and Capturing Values – The Pricing
12. Stabilising Value through Communciation – Mass Promotional Techniques
13. Stabilising Value through Direct Promotional Techniques
14. Value Delivery – Mechanics of Possession Transferring and Supply Chain Management
15. Value Enhancement – Strategies for Obtaining Results
16. Value Creation for Business to Business Markets – (B2B)
17. Value Creation for Consumers Markets – (B2C)
18. Creating Value for Services (Marketing Services)
19. Value Creation for Rural Market
20. Global Marketing
21. Value Sustenance – Customer Relationship Movement

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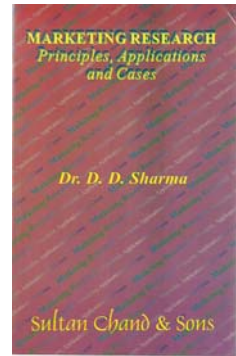
M.Com., MBA, PGDBM & other Post-graduate Courses

Marketing Research

Principles, Applications and Cases

Dr. D.D. Sharma

Technical Teachers' Training Institute, Chandigarh
Formerly Associate Professor, Deptt. of Business Management
Punjab Agricultural University, Ludhiana



2nd Edn. Revised Reprint 2017 Knowledge-packed

Pp. xxiv + 552

ISBN 978-81-8054-685-3 (TC-224) ₹ 325.00

This book provides a down-to-earth description of techniques involved in designing, conducting and applying marketing research to the problems in business organisations.

- The emphasis is on developing an understanding of the principles and their applications.
- Case studies on actual Indian market situations have been included.

This book can be used as a textbook by the management students specialising in the area of marketing.

Contents

PART I – Principles : Marketing Research — An Overview • Problem, Discovery and Formulation • Marketing Research

Process • Scientific Method • Research Designs • Experimental Research Designs (Experimentation) • Secondary Data • Primary Data Collection • Methods of Primary Data Collection • Questionnaire Design • Attitude Measurement and Scaling Techniques • Collecting Primary Data • Observation Method • Sampling Techniques • Selecting a Sample • Processing of Collected Data • Cross Tabulation Data • Data Analysis and Interpretation • Multivariable Analysis • Presentation of Research Findings.

PART II – Application : Product Research • Advertising Research • Motivation Research • Sales Control Research.

PART III – Miscellaneous Issues : Ethical Issues in Marketing Research • Future of Marketing Research

PART IV – Cases and Tables, Appendices.

Consumer Behaviour

An Indian Perspective – Text and Cases

Dr. S.L. Gupta • Sumitra Pal



Second Edition Reprint 2013

Pp. xvi + 612

ISBN 978-81-8054-860-4 (TC-849) ₹ 400.00

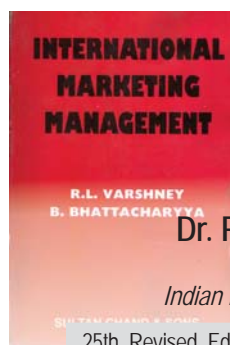
- This book provides insight into the consumer behaviour with focus on Indian environment.
- The contents will enable the marketers to apply the concepts to real time marketing.
- This book intended to explain in non-technical language, the buyer behaviour concepts, tools of analysis, their relevance in consumer decision-making and also the influence of marketing environment on business decision.

Brief Contents

Understanding Consumer Behaviour • Consumer Research • Market Segmentation • Consumer Needs and Motivation • Consumer Personality • Consumer Perception • The Process of Learning an Consumer Behaviour • The Nature of Consumer Attitudes • Models of Consumer Behaviour • Group Dynamics and Consumer Reference Groups • Communication, Advertising and Consumer Buying Behaviour • The Family and Life Style Marketing • Social Class and Consumer Behaviour • Culture, Sub-Culture and Cross Culture • The Process of Innovations and Diffusion of Innovation • Consumer Behaviour as a Decision Process • Maintaining Consumer Satisfaction • Consumerism and Public Policy Issues • Organisational Buyer Behaviour • Case Study • Appendices • Glossary.



M.Com., MBA, PGDBM & other Post-graduate Courses



International Marketing Management

An Indian Perspective

Dr. R.L. Varshney, M.Com., Ph.D.

Formerly Director,

Indian Institute of Foreign Trade, New Delhi

B. Bhattacharya, M.A.

Dean

Indian Institute of Foreign Trade, New Delhi

25th Revised Edition 2015

Pp. xvi + 805

22 × 14 cm

ISBN 978-93-5161-017-5 (TC-247) ₹ 595.00

- The book deals with Why, When, What, Where and How of export marketing.
- The most significant new feature of this addition of Part V – International Marketing in Action. In this part more than 40 examples across the world which when used in conjunction with theories, will show to the students how international marketing is actively carried out.

Special Features

- All data, developments and policies, both national and international, have been brought up-to-date.
- This book introduces a number of case histories and cases.
- The most significant new feature of this edition is the edition of Part V, International Marketing in Action. In this part more than 40 examples across the world which when used in conjunction with theories, will show to the students how international marketing is actively carried out.

Contents

Part I – International Trading Environment (Pp. 142)

Framework of International Marketing • Basis of International Trade • Recent Trends in World Trade • Foreign Trade and Economic Growth • Balance of Payments and Instruments of Trade Policy • International Economic Institutions • Regional Economic Groupings.

Part II – India's Foreign Trade (Pp. 151)

Trends in India's Foreign Trade • Institutional Infrastructure for Export Promotion in India • India's Trade Policy • Export Assistance.

Part III – International Marketing (Pp. 352)

Identifying Foreign Markets • Product Planning for Export • Pricing for Exports • Market Entry and Overseas Distribution System • Distribution Logistics for Exports • Promoting Products Internationally • Overseas Market Research • Marketing Plan for Exports • Decision-making Framework for Export Operation • New Techniques in International Marketing • Terms of Payments and Export Finance • Management of Risks in International Marketing • Project and Consultancy Exports • Global Marketing of Services • Multinationals : Their Role in International Marketing • State Trading in India • Legal Dimensions of International Marketing • Export Documents and Procedure • Outward FDI from India and Indian multinationals.

Part IV – Issues Relating to Globalization (Pp. 78)

Major Drivers, Status, and Implications of Globalization • Globalization and Indian Economy • Global Financial Meltdown and Indian Economy.

Part V – International Marketing in Action (Pp. 35)

Modules • Motivation and Internationalisation Process • Politics in International Marketing • Cross-Cultural Issues in International Marketing • Investing Abroad, Mergers and Acquisitions • Outsourcing, Off-shoring and Global Sourcing.

Appendices (Pp. 82)

Cases • Selected Sources of Information • Suggested Readings • Review Questions • Foreign Trade Policy 2009-14

International Business

C. Jeevanandam, Associate Professor

First Edition

Pp. xx + 542

ISBN 81-8054-669-1 (TC-1146) ₹ 275.00

Contents

Part I - International Business: Need and Mode (Pp.72) • Introduction • International Trade Theories • International Business Entry • Foreign Direct Investment

Part II - International Business Environment (Pp.112) • Cultural Environment • Economic Environment • Political and Legal Environment • Commercial Policy • International Organisations • Regional Economic Cooperation

Part III - International Financial Environment (Pp.98) • Balance of Payments • International Financial System •

International Financial Institutions • Foreign Exchange Markets • Exchange Risk Management

Part IV - Trade Policy and Procedures (Pp.102) • Foreign Trade Promotion • Foreign Investment Policy • International Trade Procedures • Financing of Foreign Trade

Part V - Global Issues (Pp.68) • Globalization • Multinational Corporations • Trends in International Business • Current Issues in I.B.

Part VI - International Management (Pp.90) • Organisational Structure for I.B. • International Production Management • International HRM • Financial Mgmt. in a MNF • International Marketing Management • I.B. Negotiations

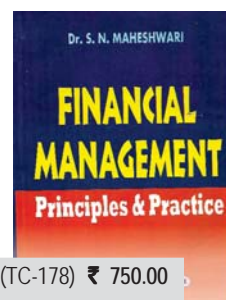
122018



M.Com., MBA, PGDBM & other Post-graduate Courses

Financial Management – Principles and Practice

Dr. S.N. Maheshwari, Ph.D.



14th Enlarged Edition 2014

Knowledge-packed Pp. *xxi* + 1520

ISBN 978-93-5161-003-8 (TC-178) ₹ 750.00

The book covers all the more comprehensively the course content requirements of the students preparing for M.Com, MBA, CA, CS, CMA and other Professional Examinations.

Contents

Section A – Foundations of Finance (Pp. 102, Solved Probs. 32) : Financial Management—Meaning & Scope • Concepts in Valuation • Valuation of Securities • Risk and Return • Regulatory Framework.

Section B – Financial Analysis (Pp. 230, Solved Probs. 81) : Financial Statements—Analysis and Interpretation • Ratio Analysis • Funds Flow Analysis • Cash Flow Analysis.

Section C – Cost Analysis and Control (Pp. 226, Solved Probs. 86) : Basic Cost Concepts • Marginal Costing and Profit Planning • Decisions Involving Alternative Choices • Budgetary Control.

Section D – Funds Management (Pp. 484, Solved Probs. 170) : Financial Planning : Meaning and Scope • Capital

Structure • Sources of Finance • Project Management • Basics of Capital Budgeting • Risk Analysis in Capital Budgeting • Working Capital Management • Working Capital Control and Banking Policy • Cost of Capital • Leverages • Dividends, Bonus and Rights.

Section E – Miscellaneous (Pp. 285, Solved Probs. 50) : Valuation of Goodwill and Shares • Tax Implications and Financial Planning • Industrial Sickness • Lease Financing • Investment Portfolio Management • Industrial Sickness • Social Cost Benefit Analysis • International Financial Management • Issue and Listing of Securities • Financial Management in Public Sector Enterprises • Inflation & Financial Management.

Section F – Advanced Solved Problems (Pp. 210, Solved Probs. 109).

Section G – Advanced Unsolved Problems (Pp. 33, Probs. 56). Appendices (Pp. 14).

International Financial Management

An Indian Perspective

Dr. R.L. Varshney and Dr. S. Bhashyam

Third Edition Reprint

Knowledge-packed pages *xvi* + 546

ISBN 978-81-8054-593-1 (TC-808) ₹ 200.00

Though there are a number of books on the subject, both by foreign and Indian authors, no book is comprehensive enough to meet the requirements of Indian students. An attempt has now been made to fill the gaps.

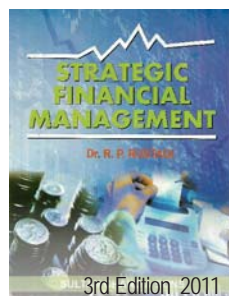
Contents

- The finance function in the international context
- The balance of payments
- International monetary system
- The foreign exchange market
- The foreign exchange management in India
- The financial derivatives
- Management of foreign exchange risks

- Terms of payment and foreign trade finance
- Foreign exchange regulations as affecting exports and imports
- Sources of external finance
- International capital markets
- Foreign direct investment by multinationals
- Capital budgeting
- Working capital or current asset management
- Financing India's joint ventures abroad
- Glossary of futures & options terms
- Review questions
- Question Papers
- Index.



M.Com., MBA, PGDBM & other Post-graduate Courses



Strategic Financial Management

Dr. R.P. Rustagi M.Com., M.Phil., F.C.S., Ph.D.

Shri Ram College of Commerce, University of Delhi

Pp. xx + 1192

ISBN 978-81-8054-884-0 (TC-1125) ₹ 550.00

Strategic Financial Management has been prepared to meet the requirements of students preparing for C.A. (Final) New Syllabus, M.B.A., P.G.D.M. and other advanced courses in Finance. It deals with financial decision-making and attempts to show how financial engineering can be applied to corporate decision process. Finance Executives and Managers will also find this book worthwhile in their pursuit of updating their knowledge about the developments taking place in the area of financial management and particularly in the context of Indian Capital Market.

Salient Features

- Comprehensive and Systematic and Analytical Presentation of the Subject Matter.
- Learning Objectives and Chapter Plan in the Beginning of each chapter to give Bird's Eyeview of the contents of that chapter.
- More than 600 Examples and Solved Illustrations given at appropriate places.
- Questions Appeared in latest examinations have been provided at appropriate places for the benefit of the students.
- Solutions to Numerical Problems set in latest question papers on "Strategic Financial Management" CA (Final) have been provided at the end of the book.
- Important Points, Concepts and Definitions given in side Boxes.
- Latest developments in the Indian Capital Market given in Capsuled Form.
- Extensive use of charts, graphs and diagrams.
- Extensive coverage of Derivatives, International Finance, Portfolio Management and Mergers, Acquisitions, etc.

Brief Contents

Part I : Project Planning and Capital Budgeting

1. Project Planning and Issues in Capital Budgeting
2. Risk Analysis in Capital Budgeting

Part II : Dividend Decision and Dividend Policy

3. Dividend Policy and Valuation of the Firms
4. Dividend Policy and Its Determinants

Part III : Fixed Interest Securities

5. Bond Fundamentals
6. Bond Valuation and Management

Part IV : Equity Shares : Analysis and Valuation

7. Fundamental Analysis : E-I-C Approach
8. Technical Analysis and Market Efficiency
9. Valuation of Equity Shares

Part V : Risk-return Relationship and Portfolio Management

10. Risk-return Analysis in Investment
11. Portfolio Theory : Portfolio Selection and Management
12. Capital Assets Pricing Model, Arbitrage Pricing Theory and Portfolio Evaluation

Part VI : Derivatives

13. Financial Derivatives : Forwards and Futures
14. Options : Strategies and Valuation
15. Swaps and Credit Derivatives

Part VII : Miscellaneous Topics

16. Lease Financing
17. Business Valuation, Mergers and Corporate Restructuring

Part VIII : International Finance

18. Foreign Exchange : Markets, Rates and Arbitrage
19. Foreign Exchange & Risk Management : Tools and Techniques
20. International Financial Management
21. Foreign Capital : Structure and Regulatory Framework in India

Part IX : Financial Market in India

22. Money Market in India
23. Changing Structure of Indian Capital Market
24. Mutual Funds
25. Financial Services : Emerging Scenario
26. Investors' Protection, Unfair Trade Practices and Insider Trading

Appendix I : Present Values, Compounded Values and Standard Area Tables

Appendix II : Solutions to SFM papers from November 2008 to November 2010.

Appendix III : Bibliography



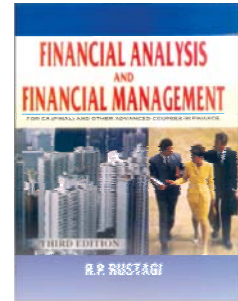
M.Com., MBA, PGDBM & other Post-graduate Courses

Financial Analysis and Financial Management

A Contemporary Approach

Dr. R.P. Rustagi M.Com., M.Phil., F.C.S., Ph.D.

Shri Ram College of Commerce, University of Delhi



Third Enlarged Edition Reprint 2009

Pp. : xxiv + 1126

ISBN 978-81-8054-561-0 (TC-1008) ₹ 465.00

'Financial Analysis and Financial Management' has been prepared to meet the requirements of students taking CA (Final) and other higher level courses in Finance. The book presents an analytical framework of the related subject-matter.

Special Features

- Concepts and procedures have been explained in a well-knit manner.
- Sufficient **examples** have been provided for a better grasp.
- 398 practical problems have been given with solutions in the form of **Graded Illustrations**.
- **Solutions to latest question papers** set at the CA (Final) examinations are provided.
- **Points To Remember** at the end of the Text present each chapter in a capsule form.
- **Self Review Assignments** contain short concept questions and essay type questions.
- **Eight Model Test Papers with answers** have been given in the book.

Contents

Part I : Project Planning and Capital Budgeting

- Project Planning, Analysis and Financing
- Capital Budgeting : Cash Flows, Decision Techniques and Issues
- Risk Analysis in Capital Budgeting

Part II : Dividend and Dividend Policy

- Dividend Policy and Valuation of the firm
- Dividend Policy and its Determinants

Part III : Investment and Portfolio Management

- Risk-Return Relationship; Investment and Portfolio Management
- Portfolio Selection and Evaluation

Part IV : Financial Services

- Financial Services
- Lease Financing

Part V : Business Valuation and Corporate Restructuring

- Business Valuation, Mergers and Corporate Restructuring

Part VI : Financial Derivatives

- Financial Derivatives : Forwards, Futures and Swaps
- Options : Strategies and Valuation

Part VII : International Finance

- Foreign Exchange : Markets, Rates and Arbitrage
- Foreign Exchange Risk Management—Tools & Techniques
- International Financial Management
- Foreign Capital : Structure and Regulatory Framework in India

Part VIII : Indian Capital Market

- Changing Structure of Indian Capital Market

Part IX : Miscellaneous Topics

- Money Market in India
- Corporate Governance—Theory & Practice
- Financial Management & Financial Reformation of Public Sector Undertakings
- Financing & Other Aspects of Small Scale Enterprises in India

Appendices

- Capital Budgeting & Real Options
- Project Financing & Project Beta
- Solved Question Papers of C.A. (Final), Examination
- Model Test Papers
- Tables



M.Com., MBA, PGDBM & other Post-graduate Courses



Investment Management — Theory and Practice

Dr. R.P. Rustagi, M.Com., M.Phil., F.C.S., Ph.D.,
Shri Ram College of Commerce, University of Delhi

10th Edition 2018

Pp. xx + 412

ISBN 978-93-5161-127-1 & 978-93-5161-041-1 (TC-1058) ₹ 395.00

Investment Management focuses on the investment analysis in the context of Indian Financial System. The book has been designed as a first book on Investment Management. It can be well adopted for some postgraduate courses as well. The book contains a lot of numerical examples and solved illustrations. Structure and emerging trends in the Indian Capital Market are given in capsuled form.

Special Features

- Comprehensive and systematic coverage of the subject matter
- Chapter Theme and Chapter Plan in the beginning of each chapter
- More than 200 examples and solved illustrations
- Frequent references to SEBI guidelines, Rules and Regulations
- Introduction to Mutual Funds and Derivatives
- 'Concept Checks' in the form of 'Test Your Self'
- Points to Remember
- Graded Illustrations
- Objective Types Questions (True and False Type)
- Self-Review Assignments and Problems
- Decision-making with EXCELL
- Solved Question Papers.

Brief Contents

Part I – Investment Environment

1. Understanding Investment
2. Financial Markets, Participants and Instruments

Part II – Risk-Return Relationship and Portfolio Management

3. Risk and Return
4. Portfolio Selection and Management

Part III – Securities Analysis and Valuation

5. Fixed Income Securities : Yield and Valuation
6. Equity Shares : Fundamental and Technical Analysis
7. Valuation of Equity Shares

Part IV – Mutual Funds and Financial Derivatives

8. Mutual Funds
9. Financial Derivatives

Part V – Indian Capital Market

10. Indian Capital Market : Structure and Emerging Trends
11. Investors' Protection, Unfair Trade Practices and Insider Trading

Appendices

- Appendix – I
- Appendix – II
- Question Papers of 'Fundamentals of Investment' [B.Com. (H.), D.U.] for the year 2014, 2015, 2016 & 2017 (With Answers)
- Appendix – III

Glossary

- Appendix – IV
- Present Value of a Future Amount *i.e.*, $PVF(r, n)$
- Present Value of an Annuity, *i.e.*, $PVAF(r, n)$

Books give new views of life, and teach us how to live; they soothe the grieved, the stubborn they chastise, fools they admonish, and confirm the wise; their aid they yield to all.

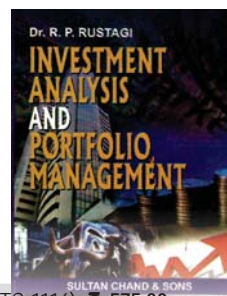


M.Com., MBA, PGDBM & other Post-graduate Courses

Investment Analysis & Portfolio Management

Dr. R.P. Rustagi

Shri Ram College of Commerce, University of Delhi



4th Enlarged Revised Edition Reprint 2019

Pp. xxxvi + 844

ISBN 978-81-8054-881-9 (TC-1116) ₹ 575.00

About the Book

The book has been prepared to meet the requirements of students taking M.Com., MBA, PGDBM, CFA, and other Post-graduate Courses in Finance. The scope of investment decision making is widening as new concepts and financial products are appearing on horizon. The book attempts to comprehend the development taking place in the area of Investment Analysis. It aims to present the intricate and complex tools and techniques of Investment Management in simplified way. Numerical examples and illustrations have been used extensively to explain the application of different concepts. The book is equally useful for Investment Researchers, Investment Practitioners & all types of Investors.

Salient Features

- Comprehensive and systematic coverage and analytical presentation of the subject matter.
- Readers friendly and frequent references to Indian environment to enhance the understanding of the subject.
- Detailed Exposition of Stock Exchange Operations and latest Development and Emerging Trends in Indian Capital Market giving in a capsuled form.
- Frequent References to SEBI guidelines, Rules and Regulations.
- 'Chapter Themes' and 'Chapter Plan' given in the beginning of each chapter to present the Bird's Eye-view of the contents of the chapter.
- More than 300 Examples, Solved Illustrations and Problems given at appropriate places.

- Important Points, Concepts and Definitions given in side boxes.
- Extensive use of Charts, Graphs and Diagrams.

Brief Contents

- Part I : Investment Environment (Pp. 32)** • Understanding Investment • Financial Markets, Participants and Instruments.
- Part II : Indian Capital Market (Pp. 78)** • Securities Market in India : Structure and Trading • Mutual Funds.
- Part III : Fixed Interest Securities (Pp. 110)** • Bond Fundamentals • Bond Valuation and Management.
- Part IV : Equity Shares : Analysis and Valuation (Pp. 146)** • Fundamental Analysis : E-I-C Approach • Technical Analysis and Market Efficiency • Valuation of Equity Shares.
- Part V : Risk-Return Relationship and Portfolio Management (Pp. 206)** • Risk-Return Analysis in Investment • Portfolio Theory : Portfolio Selection and Management • Capital Assets Pricing Model, Arbitrage Pricing Theory and Portfolio Evaluation.
- Part VI : Derivatives and Risk Management (Pp. 166)** • Financial Derivatives : Forwards and Futures • Options : Strategies and Valuation • Swaps and Credit Derivatives.
- Part VII : Changing Structure of Indian Capital Market (Pp. 72)** • Indian Capital Market : Emerging Trends • Investors' Protection, Unfair Trade Practices and Insider Trading
- Part VIII : Miscellaneous Topics** • Structured Debt, Securitization and Assets-Backed Securities Investment in Real Assets.
- Appendices** • Glossary • Bibliography • Compounded Value Tables, Present Value Tables and, Standard Area Table • Index

Financial and Investment Management

Dr. D. Joseph Anbarasu

Reader, Department of Commerce
Bishop Heber College, Tiruchirappalli

Prof. N. Janakiraman

Head, Department of Management Studies
Srimati Indira Gandhi College, Tiruchirappalli



First Edition

Pp. xvi + 288

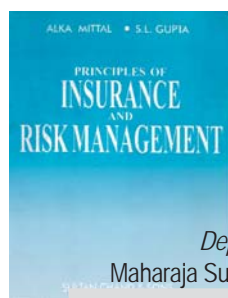
ISBN 81-8054-153-3 (TC-974) ₹ 90.00

Contents

Part I – Financial Management : Introduction • Time Value of money • Cost of Capital • Analysis of Leverages • Theories of Capital Structure • Capital Budgeting.

Part II – Investment Management : Introduction to Investment Capital Market • Fundamental Analysis • Technical Analysis • Modern Portfolio Theory • Single Ideal Index Model • Bibliography. Annexure.

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M.Com., MBA, PGDBM & other Post-graduate Courses

Principles of Insurance and Risk Management

Alka Mittal

Deptt. of Business Administration

Maharaja Surajmal Institute, GGSIP University, Delhi

Dr. S.L. Gupta

Maharaja Surajmal Institute,

GGSIP University, Delhi

Third Revised Enlarged Edition 2013

Pp. xx + 816

ISBN 978-81-8054-875-8 (TC-1066) ₹ 350.00

Insurance and Risk Management is a textbook useful for various courses like B.Com. (Hons.), Delhi University, BBA (Banking & Insurance), GGSIP University and MBA (Insurance and Risk Management).

Salient Features

- Simple and easy to understand language.
- Comprehensive study material.
- Analytical Discussion of the topics.
- Concepts explained with suitable examples.
- Portion of Actuarial Science explained with numerical examples.
- Summary and Key Terms at the end of the chapters.
- Review Questions to test the understanding.
- Model Test Papers at the end of the book.

In the present edition following new topics have been added:

- National Pension Scheme • Micro Insurance • Retention
- Contractor • All Risk Insurance • Grievance Redressal System in Insurance • Credibility Theory for Rate Making.

Brief Contents

Unit I : Ch. 1 – Risk; Ch. 2 – Risk Management; Ch. 3 – Identification, Measurement and Control of Risk.

Unit II : Ch. 4 – Indian Insurance Industry; Ch. 5 – Concept and Nature of Insurance; Ch. 6 – Classification of Insurance; Ch. 7 – Insurance Contract.

Unit III : Ch. 8 – Life Insurance; Ch. 9 – Risk Classification and Life Insurance; Ch. 10 – Life Insurance Policy Conditions; Ch. 11 – Life Insurance, Tax Laws and Stamp Duties; Ch. 12 – Life Insurance Products; Ch. 13 – Insurance Organisations; Ch. 14 – Group Health, Social Insurance and Reinsurance; Ch. 15 – Settlement of Life Insurance Claims and Underwriting.

Unit IV : Ch. 16 – Principles of Insurance; Ch. 17 – Non-life Insurance and Its Products; Ch. 18 – Forms used in General Insurance; Ch. 19 – Miscellaneous Insurance; Ch. 20 – Specialized Classes of General Insurance Ch. 21 – Rural Insurance Ch. 22 – Legal Dimensions of Insurance; Ch. 23 – More Acts Related to Insurance Ch. 24 – Underwriting Practices; Ch. 25 – Claims Settlement.

Unit V : Ch. 26 – Theory of Probability; Ch. 27 – Mortality Tables; Ch. 28 – Mortality Table Construction; Ch. 29 – Mortality Table Indices; Ch. 30: Life Insurance Premium; Ch. 31 – Premium Valuation. Ch. 32 – Asset and Liability Management Ch. 33 – Marketing of Insurance Services. Some More Caselets • Model Test Papers • LIC (1970-73) Ultimate Mortality Functions • Syllabus • Index.



Dr. D. Joseph Anbarasu

Dr. P. Manoharan

Bishop Heber College, Bharathidasan University, Tiruchirappalli

Financial Services

Prof. V.K. Boominathan

Dr. G. Gnanaraj

Third Rev. & Enlarged Edn. Reprint 2015

Pp. viii + 456

ISBN 978-81-8054-791-1 (TC-963) ₹ 295.00

We are happy to place this new Edition, which is a Comprehensive one to provide one-book reference material for a student of Financial Services. The chapters on Merchant Banking, Mutual Funds, Venture Capital and Consumer Finance has been updated with necessary inputs. One more new chapter on Derivatives has been included in this edition.

Contents

- Indian Financial System
- Merchant Banking
- Mutual Fund
- Lease Financing

- Hire Purchase Factoring
- Capital Market
- Venture Capital
- Insurance
- Housing Finance
- Securitization
- Credit Rating
- Consumer Finance
- Credit Card
- Derivatives.

122018



M.Com., MBA, PGDBM & other Post-graduate Courses

Principles of Management Accounting

Dr. S.N. Maheshwari & CA Sharad K. Maheshwari

Seventeenth Rev. Edition Reprint 2019

Pp. xxiv + 738

ISBN 978-81-8054-939-7 (TC-91) ₹ 500.00

The Book covers all the more comprehensively the course content requirement of the students appearing for B.Com, M.Com, BCA, MCA, BBA and MBA Examinations of Different Indian Universities.

Distinctive Features

- Provides comprehensive coverage.
- Written in simple, lucid and straight style.
- Contains adequate illustrative material.
- Contains properly graded 220 illustrations with full solutions.
- The latest position regarding Accounting Standards – Including IFRS Convergence in India has been incorporated in Chapter 2 – Accounting Principles (Section B) of the Book.
- Certain new concepts have been illustrated as under : “Cost Management” and “Activity Based Costing” have been incorporated in Chapter 3.

- “Value Analysis” has been added in Chapter 2 – Ratio Analysis Section B of Book.
- Solutions of 78 probs. SCANNER based on previous year examination papers of Madras University (Pp. 78)
- Incorporates 230 unsolved exercises set at the most recent university and professional examinations.

Contents

Management Accounting : Nature and Scope • Financial Accounting Principles • Basic Cost Concepts • Activity Based Costing • Financial Statements : Analysis and Interpretation • Ratios Analysis • Funds Flow Analysis • Cash Flow Analysis • Budgetary Control • Standard Costing • Variance Analysis • Marginal Costing and Profit Planning • Decisions involving alternative choices • Pricing Decisions & Divisional Performance • Basics of Capital Budgeting • Risk Analysis in Capital Budgeting • Management Reporting • Appendices.



Management Accounting — Text

Dr. N.L. Hingorani

*Ex-Professor,
National Institute of Bank Management,
Mumbai*

T.S. Grewal

*Institute of Chartered Accountants of India,
New Delhi*

A.R. Ramanathan

Cost Accountant

5th Revised and Enlarged Edition, Reprint 2007

Pp. xvi + 870

ISBN 81-7014-209-1 (TC-17) ₹ 275.00

141 Fully Worked-out Illustrations 360 Questions & Problems, 35 Diagrams

It has been written for M.Com., and Business Management Courses and Business Managers, Controllers, Financial Managers, Accountants.

In this edition we have attempted to distinguish 'Financial Management' from 'Management Accounting' and also clearly compartmentalised the various section like Planning and Decision Making and Control. We hope that this will bring more clarity to the readers.

Contents

- Section I – Accounting and Infrastructure** • A Bird's-eye View • Principles of Accounting • Financial Statement – The Profit and Loss Account and the Balance Sheet • Inventory Valuation • Depreciation • Inflation Accounting • Essentials of Cost Accounting.
- Section II – Analytical Tools and Techniques** • Financial Statement Analysis • Fund Flow and Cash Flow Analysis • Broad View of Control • Planning.

Section II – Planning and Control • Budgetary Control • Standard Costing • Information System of Management Reporting • Control of Divisional Management.

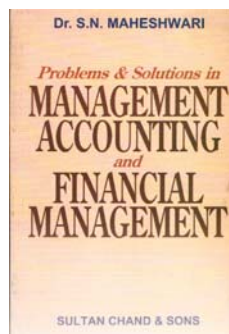
Section IV – Decision Making • Decision Tree Analysis • Variable or Direct Costing • Cost-Volume-Profit Analysis • Day-to-Day Decision Making.

Section V – Capital Expenditure Planning and Control • Quantification in Conditions of Uncertainty • Capital Expenditure Planning and Monitoring.

Section VII – Elements of Financial Management • Role of Finance • Long-Term Funds.

Annexure I, II & III • Working Capital • Dividend and Bonus Policy • Portfolio Management • Appraisal of Firm and Projects • Industrial Sickness and Financial Restructuring.





M.Com., MBA, PGDBM & other Post-graduate Courses

Problems & Solutions in **Management Accounting & Financial Management**

Dr. S.N. Maheshwari

Chairman, Indian Society of Accounting & Management, New Delhi
Formerly Professor and Dean,
Faculty of Commerce and Business Administration, Goa University

Fifth Edition, Reprint 2007

Pp. *xii* + 1276

22 × 14 cm

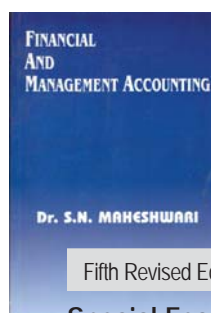
ISBN 81-7014-960-6 (TC-92) ₹ 365.00

The book covers all the more comprehensively the course contents requirements of the students preparing for M.Com, MBA, CA, CS, ICAI and other Professional Examination.

- The problems from recent examination which were earlier given in Appendix at the end of the book, have now been incorporated in appropriate chapters of the book.
- The examination oriented approach of the book has been further sharpened and enhanced.

Contents

• Financial Statements Analysis • Funds Flow Analysis • Cash Flow Analysis • Budgetary Control • Standard Costing • Marginal Costing • Pricing • Decision Involving Alternative Choices • Management Reporting • Capital Budgeting • Financial Planning • Working Capital Management • Cost Capital and Valuation • Leverages • Dividend, Inflation and Rights • Accounts for Price Level Changes • Quantitative Techniques • Investment Portfolio Management.



Financial and Management Accounting

Dr. S.N. Maheshwari

Fifth Revised Edition Reprint 2015

Pp. *xii* + 710

ISBN 978-81-8054-529-0 (TC-825) ₹ 400.00

Special Features

- Covers the course content requirements of the students at MBA / MBA equivalent examinations of different universities and professional institutions.
- Written in simple and straight style.
- The text is complete with adequate illustrative material (264 Illustrations).
- Gives a lucid explanation of the basic concepts of accounting with plenty of illustrative material.
- Contains objective type, essay type and 300 practical problems with short answers and hints.
- The subject matter has been presented in a manner that even a student who has not studied basic accounting at the graduation level can easily understand and grasp the subject.

Contents

Part I – Financial Management

Meaning and Scope of Accounting • Accounting Principles • Journalising Transactions • Ledger Posting and Trial Balance • Sub-division of Journal • Negotiable Instruments • Bank Reconciliation Statement • Matching Concept • Capital and Revenue • Final Accounts.

Part II – Management – Section A – Fundamentals

Management Accounting—Nature and Scope • Basic Cost Concepts

Section B – Financial Analysis

Financial Statements—Analysis and Interpretation • Ratios Analysis • Funds Flow Analysis • Cash Flow Analysis

Section C – Planning and Control

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Chairman, Indian Society of Accounting & Management, New Delhi

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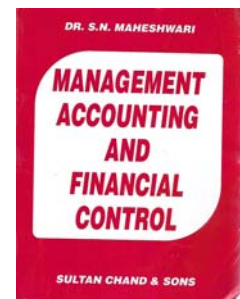
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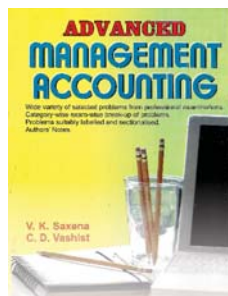
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4. Transfer Pricing
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- Appendix C –Tables
- Appendix D – Index

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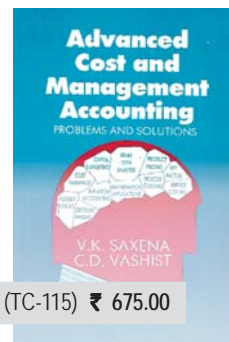
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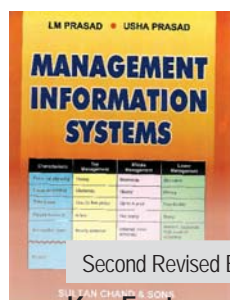
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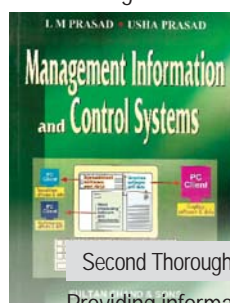
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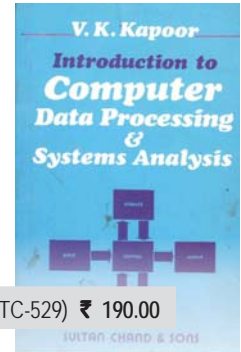
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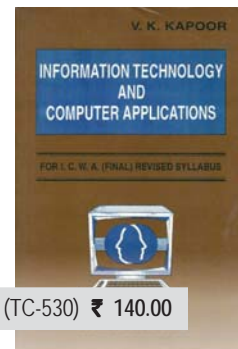
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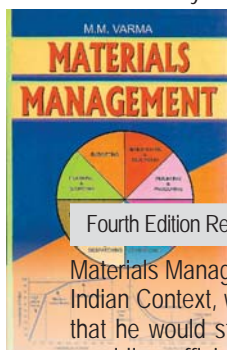
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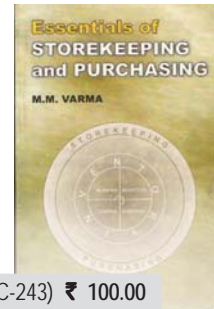
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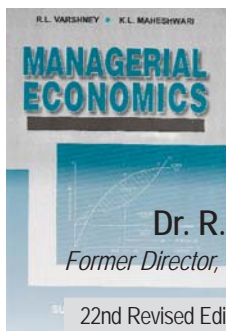
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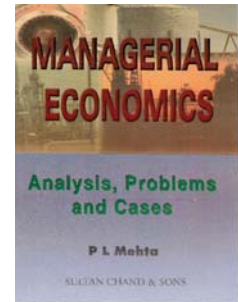
Appendices • Questions • Problems, and Cases • Glossary of Terms • Tables • Index.



Managerial Economics – Analysis, Problems, Cases

Dr. P.L. Mehta

*Ex-Head, Department of Economics, Shri Ram College of Commerce, University of Delhi,
Formerly, Asstt. Professor, Indian Institute of Technology, Delhi*



21st Edition Reprint 2019

Pp. xx + 840

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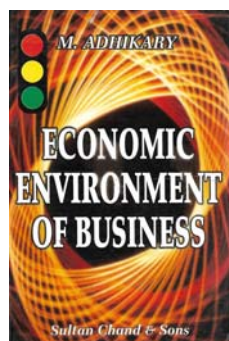
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Economic Environment of Business Theory and the Indian Case

Dr. M. Adhikari

Director Emeritus, New Delhi Institute of Management
Ex-Dean, FMS, DU, Professor and Management Consultant
Ex-Director, Shriram Research Centre

13th Revised Edition

Pp. xii + 858

ISBN 978-81-8054-907-6 (TC-339) ₹ 400.00

In the new revised edition of the book, the reader will discover some significant changes. Among others, some new materials can be expected with reference to :

Part I – Theory : The conceptual-and-analytical framework incorporates latest developments in macro-economics of growth and development, business fluctuation—Principles and Policies covering local to national to global level. In particular, issues related to Inclusive Growth, Human Development, Corruption, Economic offences and Business Ethics Non-economic & Non-market factors etc., have received special attention.

Part II – Indian Case : It is thoroughly revised and updated with special reference to XIth Five year Plan, 13th Finance Commission, latest Fiscal Policy, Monetary Policy, Physical Regulatory Policy, Economic Reforms, India's global position & power (both international and inter-temporal). Emerging challenges for Indian economy/industry/ business/

management (both micro and macro), political economy of Cross Boarder terrorism.

Part III – Data Environment of India : The data base has been updated with reference to sources such as Government, RBI, FICCI, ASSOCHAM, CII, AER, CRB, ET, FE, BS, BW, EPW etc. Some Data have also been obtained from World Bank, IMF, World Development Report, EU, UNDP etc.

Part IV – Appendices are also refreshing, typical of a new look and relook. Extracts from a few selected Chairman's speech should mark as a handy additional reference.

This book which can claim to be a pioneering work and trendsetter in dealing with the set of S-factors [Subject, Substance, Structure, Sequence and Style] should definitely help readers to achieve a set of C-factors : [Confidence, Contribution to fresh thinking, Competitive advantage, Creative arguments, Conclusive remark].



The Indian Economy : Environment and Policy

I.C. Dhingra

Reader in Economics, Bhagat Singh College, University of Delhi, Delhi

30th Thoroughly Revised Edition 2019

18.5 × 24 cm.

Pp. xxii + 862

ISBN 978-93-5161-133-2 (TC-379) ₹ 680.00

- The subject matter in the book has undergone total methodical churning (in Hindi called *Manthan*). Nectar has been retained for use by our ever-increasing readership extending over last four decades.
- This nectar provides the platform for discussion and debate on various issues confronting the Indian Economy as it emerges world leader.
- With the termination of centralized planning and disbanding of the Planning Commission many earlier contentious issues have been laid to rest. Instead new issues have flourished arising out of the wave of new Policies and Programmes launched and implemented by the governments, both at centre and states.
- Institutional and structural transformation is on cards. Each of the developments, at all fronts have been fine combed in an effort to present a simplified view of the emerging structure of the Indian Economy.

- Subject matter has been collated from hundreds of sources, facilitated by new technology of Internet.
- The art and craft of presentation has advanced further with the use of new technology. It is simple, easy to understand and novel.
- Up-to-date facts and figures have been used, collected from numerous official and Non-official sources.
- Long statistical tables have been dispensed with where ever possible. Instead images have been the used to present an easy environment for simple understanding of the subject.

Brief Contents

Section I – Issues in Economic Policy (3 Chap.)

Section II – Resource Profile of the Economy (4 Chap.) • **Section III** – Development Planning in India (4 Chap.) • **Section IV** – The Agricultural Sector (6 Chap.) • **Section V** – Industry and Trade (6 Chap.) • **Section VI** – Banking and Finance (5 Chap.) • **Appendix**: Some useful briefs • Bibliography • Index.

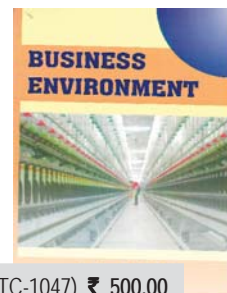


M.Com., MBA, PGDBM & other Post-graduate Courses

Business Environment

Dr. C.B. Gupta

Shri Ram College of Commerce, University of Delhi



10th Thoroughly Revised & Enlarged Edition 2017

Pp. xx + 556

ISBN 978-93-5161-103-5 (TC-1047) ₹ 500.00

This book has been especially designed and written for B.Com., BBA, B.B.M., M.Com., M.B.A., P.G.D.B.M. courses of all universities in the country.

Salient Features

Comprehensive coverage of all the prescribed topics • Chapter outline in the beginning of every chapter to give Bird's eyeview of the topics covered • Adequate coverage of the course contents • Latest policies and regulations • Systematic and sequential arrangement of various topics • Summary at the end of each chapter for quick revision • Very Short Answer, Short Answer and Longer Answer Questions • Lucid, simple and concise language.

The following topics have been added in this new edition:

- Responses to uncertain environment
- Development indicators
- Black money estimate
- Seventh Pay Commission.

Brief Contents

Unit I : An Overview of Business Environment

Introduction to Business Environment • Environmental Analysis • Managing Diversity • Nature and Scope of Business.

Unit II : Political and Legal Environment

The Constitutional Environment • Functions and Role of the State • Legal Environment.

Unit III : Social and Cultural Environment

Demographic Environment • Culture and Business • Business and Society • Social Responsibilities of Business • Business Ethics and Values • Corporate Governance.

Unit IV : Economic Environment

Economic Systems • Economic Planning • Economic Parameters • Economic Policies.

Unit V : Financial Environment

Indian Financial System • Reserve Bank of India • Commercial Banking • Financial Institutions • Stock Exchange and SEBI.

Unit VI : Natural and Technological Environment

Natural Environment • Technological Environment.

Unit VII : Global / International Environment

Globalisation • Foreign Direct Investment • Multinational Corporations • India WTO and Trading Blocks.

Unit VIII : Industrial and Labour Environment

Public Enterprises & Privatisation • Small Scale & Cottage Industries • Industrial Sickness • Industrial Labour in India.

Appendix : Some Syllabi on Business Environment • Objective Type Questions.

Business Environment

Dr. P.K. Ghosh

Formerly Professor of Commerce, University of Delhi, Delhi



First Edition 2010

Pp. xx + 608

ISBN 978-81-8054-774-4 (TC-1163) ₹ 300.00

The book brings into focus all the relevant issues that have emerged in the business environment over the last decade, inducing the world wide recessionary trend since mid-2008.

The contents will be useful to the students and faculty of M.B.A., M.Com., B.B.A. and Diploma courses in Management in the Universities and Institutes of Management in India. Business Executives will also find the book useful.

Contents

1. Business Environment – Dynamics and Specificity
2. Environmental Analysis – Why and How
3. Changing Business Perspective – An Overview
4. Emerging Dimensions of Business Environment, Ecology, Environmental Pollution, Energy Issues, Corporate Social Responsibility and Corporate Governance

5. Macro-Economic Environment—Structural Aspects and Economic Reforms e.g., GDP Growth Rates, Savings and Investments
6. Fiscal and Monetary Policies of GOI Industrial Growth, Price India's Fiscal Balances, Money and Capital Market Developments, External Trade
7. Industrial Policy Changes and Reforms
8. Public Sector – Performance, Divestment, Privatisation
9. Small and Medium Scale Industries : Problems and Prospects
10. Money Market and Banking Sector Developments
11. Infrastructure and Services Sector
12. Foreign Investments and Collaboration – Data-based Analysis
13. Globalisation : Implications and Impact
14. Securities Market – Regulatory Framework; SEBI Guidelines for Disclosure and Investor Protection of GOI in Context of WTO Agreements
15. Trade Policy Reforms
16. Consumer Protection – Legal and Administrative Measures. Case Studies



M.Com., MBA, PGDBM & other Post-graduate Courses



Indian Financial System

P.N. Varshney

*Former Professor and Head,
Reader, Deptt. of Commerce, Shri Ram College of Commerce, University of Delhi*

D.K. Mittal

*Deptt. of Business Economics,
University of Delhi*

Twelfth Thoroughly Revised & Enlarged Edition 2015

Pp. xxiv + 640

ISBN 978-93-5161-051-9 (TC-246) ₹ 650.00

Financial System is an indispensable constituent of a nation's economy. By mobilising the financial resources and deploying them for productive purposes, financial markets and institutions play an important role in ensuring speedy growth and diversification of the economy. These Institutions have therefore, to adapt themselves – both structurally and functionally – to serve the needs of the growing and diversifying economy. Indian Financial System has kept pace with the transition that has taken place in the Indian Economy. The present thoroughly revised enlarged edition of the **Indian Financial System** incorporates all the developments and new initiatives undertaken by the Regulators, the Government and the Institutions during recent years.

Contents

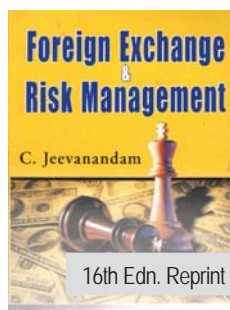
Part I – Money and Capital Markets

Financial Markets – Participants and Instruments • Money Market • Commercial Banks • Call Money Market • Treasury Bill Market • Commercial Bills Market and Bill Rediscounting

Scheme (BRS) • Certificates of Deposits (CDs) and Commercial Papers (CPs) • Gilt-edged/Government Securities Market • Credit Rating • New issues Market – Functions and Issue Mechanism • New issues Market – Operations • New issues Market – Reforms and Investor Protection • Stock Exchanges – Operations • Over the Counter Exchange of India • Depositories.

Part II – Financial Institutions in India

Financial Institutions in India – An Overview • Reserve Bank of India • Commercial Banks • Co-operative Banks • Regional Rural Banks • Development Banking • Small Industries Development Bank of India • IFCI Limited • State Financial Corporations • Specialised Development Finance Institutions • Export Import Bank of India • Mutual Funds in India • Insurance Companies • Venture Capital Funds in India • National Housing Bank • National Bank for Agriculture and Rural Development • Non-Banking Finance Companies • Reserve Bank of India • Factoring Companies • Securitisation & Assets Reconstruction Companies • Infrastructure Finance • Ancillary Institution • Infrastructure Finance • Ancillary Institutions.



Foreign Exchange and Risk Management

C. Jeevanandam

Sardar Vallabhbhai Patel Institute of Textile Management, Coimbatore

16th Edn. Reprint 2018

Pp. xxiv + 696

ISBN 978-93-5161-057-1 (TC-828) ₹ 525.00

The book blends sound theoretical knowledge of foreign exchange economics with practical and procedural aspects of banks and other institutions connected with foreign exchange. Adequate coverage has also been provided for risk management by banks as well as exporters and importers. Each topic is comprehensively dealt with presents in a cogent and understandable manner materials that lie scattered and sometimes not easily accessible.

The book meets the requirements of post-graduate courses in commerce and economics and MBA for papers such as

'Foreign Exchange', 'Foreign Exchange Management', 'Exchange Risk Management', and 'International Finance'.

Brief Contents

Part I : Framework of Foreign Exchange
Part II : Risk Management
Part III : Exchange Arithmetic
Part IV : Foreign Trade Contracts and Documents
Part V : Finance of Foreign Trade
Part IV : Sources of External Funds
Part V : Appendices

122018



M.Com., MBA, PGDBM & other Post-graduate Courses

Strategic Management

Dr. L.M. Prasad

Seventh thoroughly Revised Edition Reprint 2018

Pp. xvi + 444

ISBN 978-93-5161-129-5 (TC-1147) ₹ 370.00

The book in the present edition has been thoroughly revised and restructured. All the chapters have been rewritten not only to incorporate new developments in Strategic Management but also to make the subject matter more lucid & crisp. Thus, the present edition is vastly improved both in terms of contents & presentation. The main features of the present edition are as follows:

- Most comprehensive coverage with latest developments.
- Most authentic presentation of the subject-matter.
- Subject-matter presented in simple and lucid style.
- Proper blend of theory and practice of Strategic Management.
- Practical exercise in each chapter leading to mind stretching for assimilating happenings in Strategic Management.
- A case in each chapter relevant to the major strategic issue of the chapter concerned.
- Cases having more than one strategic issue at the end of the book to have comprehensive view of Strategic Management.
- A glossary at the end of the text to have a bird's eye view of various terms.

Thus, the present edition of the book is ideally suited to MBA/PGDM and other relevant courses.

Brief Contents

Part I : Conceptual Framework for Strategic Management

• Introduction to Strategic Management • Strategic Management Process

Part II : Strategic Intent and Strategy Formulation

• Strategic Intent • Environmental Analysis • Organisational Analysis • Corporate Strategies : Stability, Expansion, Retrenchment • Corporate Strategies Internationalisation and Digitalization • Business Strategies • Choice of Strategy

Part III : Strategy Implementation

• Activating Strategy • Structural Implementation • Behavioural Implementation • Functional Implementation

Part IV : Strategic Control

Part V : Cases, Glossary, Name Index, Organisation Index, Subject Index.



Strategic Management

Dr. P.K. Ghosh, M.A., Ph.D.

Formerly Professor of Commerce, University of Delhi, Delhi School of Economics, Delhi

14th Thoroughly Enlarged Revised Edition 2014

Pp. xxiv + 730

ISBN 978-93-5161-009-0 (TC-853) ₹ 400.00

It is addressed primarily to the post-graduate students of Indian universities and Institutes of Management. However, the text has been put across in such a manner that Indian executives will also find it stimulating.

Main Features

Limitation of Strategic Management • Total View of Strategic Intent • Market Opportunity Index • Sustainable Competitive Advantage • Enterprise Resource Planning (ERP) • Value Chain : Value Addition through Vertical Integration • An extension of the two dimensional portfolio analysis (SPACE) • Corporate Parenting (Relationship between Corporate HQ and SBUs) • Activation of Strategy : Prelude to Strategy implementation • Budgeting • Structure based on supply chain management • Strategy of technology management • Policy on R & D in the context of production and purchasing • Branding • Market mix policy • Foreign Currency Financing of Capital • Buyback of Shares • SEBI (Issue of Capital & Disclosure requirements) guidelines 2013 • Motivation and Incentives in the context of Human Resource Management • Influence of other agencies in Union

Management Relations • New Cases.

Contents

Process of Strategic Management : An Overview • Strategic Vision, Corporate Missions, Objectives and Goals • Social Aspect of Strategic Management • Environmental Analysis : Dynamic Setting of Business • Analysis of Internal Resources : Strengths and Weaknesses • Strategic Options : Formulation of Strategy • External Growth Strategy : Merger, Acquisition, Joint Venture • Choice of Strategy • Implementation of Strategy : Some Major Aspects • Production and Purchasing Policies • Marketing Policy • Financial Policy • Human Resource Management Fusion of Personnel and Industrial Relations Policies • Review and Evaluation of Strategy • Customer Relationship Management • The Balanced Scorecard : A Strategic Management System • Blue Ocean Strategy • Franchising : A Tool of Achieving Corporate Growth • Strategic Management Process : The Case Method • Test Questions and Cases • Delhi University Examination Question Papers • Index.





M.Com., MBA, PGDBM & other Post-graduate Courses



Dr. S.P. Gupta

*Formerly Dean, Faculty of Management Studies,
University of Delhi, Delhi*

Business Statistics

Dr. M.P. Gupta

*Formerly Dean, Faculty of Management Studies,
University of Delhi, Delhi*

19th Revised Edition Reprint 2018

Pp. xxiv + 800 Soft cover
508 Solved Illustrations

ISBN 978-93-5161-106-6 (TC-518) ₹ 490.00
682 Exercises with Answers

Special Features

- This text book is written in a simple and lucid style.
- The entire text of this edition has been thoroughly revised. In particular more attention has been given to chapters like test of hypotheses, Estimation, Chi-square test, Statistical decision theory.
- A unique feature of this book is that most chapters end with the with an interesting writeup in th form of ethical considerations. The matter has been put in very distinct block.
- There are 582 solved Illustrations & 917 unsolved Problems.
- The solved Illustrations would give readers confidence and expertise in solving problems of varied types.
- Ample number of true and false and multiple choice questions are given at the end of each chapter.
- Latest Examination Questions upto 2013 of various Universities have been added by way of Illustrations and Exercise Problems.

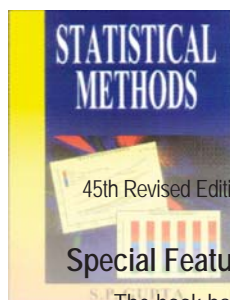
Brief Contents

Business Statistics – What & Why • Collection of Data • Presentation of Data • Measures of Central Tendency • Measures of Variations • Skewness, Moments and Kurtosis • Correlation analysis • Regression Analysis • Index Numbers : Concepts and Applications • Business Forecasting and Time Series Analysis • Probability • Probability Distributions • Sampling and Sampling Distributions • Estimation of Parameters • Test of Hypothesis • Small Sampling Theory • Chi-Square Test • Analysis of Variance • Statistical Quality Control • Partial and Multiple Correlation and Regression • Statistical Decision Theory • Appendix : Statistical Tables.

Statistical Methods

Dr. S.P. Gupta

Dean, Faculty of Management Studies, University of Delhi, Delhi



45th Revised Edition (Reprint 2019)

24 × 16 cm.

Pp. xxiv + 1440

ISBN 978-93-5161-112-7 (TC-506) ₹ 595.00

152 Diagrams, 1500 Solved Illustrations, 2000 Exercises with Answers

Special Features

- The book has been written in a very simple and lucid style. The text material is self-explanatory and even the students of correspondence courses can follow it without much stress and strain.
- The treatment is non-mathematical in character and the readers can easily understand the text material without much taxing their brains.
- Besides good theory the book contains a large number of solved illustrations (to be exact, 1,500). These illustrations have been very carefully selected mainly from the latest examination question papers of various Universities all over India and neighbouring countries.
- This book is primarily meant to cater to the needs of undergraduate and postgraduate students of commerce and economics.

Contents

Volume – I • Statistics – What & Why • Organising a Statistical Survey • Collection of Data • Sampling & Sample Design, Classification and Tabulation of Data • Diagrammatic and Graphic Presentation • Measures of Central Value • Measures of Dispersion • Skewness, Moments and Kurtosis • Correlation Analysis • Regression Analysis • Association of Attributes • Index Numbers • Analysis of Time Series • Interpolation and Extrapolation • Vital Statistics • Statistical Fallacies

Volume – II • Probability and Expected Value • Theoretical Distribution • Statistical Inference – Text of Hypotheses • χ^2 and Goodness of Fit • *F*-Test and Analysis of Variance • Experimental Designs • Statistical Quality Control • Business Forecasting • Partial and Multiple Correlation • Statistical Decision Theory • Non-Parametric Tests • Revision Exercises Volume I and Volume II • Appendix.



M.Com., MBA, PGDBM & other Post-graduate Courses

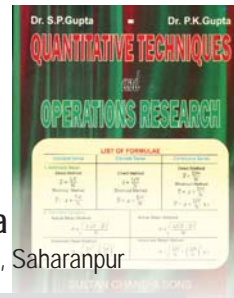
Quantitative Techniques & Operations Research

Dr. S.P. Gupta

Formerly Dean, F.M.S., University of Delhi, Delhi

Dr. P.K. Gupta

Reader (Rtd.) J.V. Jain College, Saharanpur



3rd Edition Reprint 2018
Chapters 17

Pp. x + 724
560 Unsolved Problems with answers

ISBN 978-81-8054-916-8 (TC-1017) ₹ 425.00
407 Illustrations/Examples

Special Features of Part One – Quantitative Techniques

- It covers the syllabus completely. The student need to buy or consolt only one book instead of seprate books on Quantitative Techniques & Operations Research.
- The language is simple and text material self-explanatory.
- Sufficent numbers of illustrations of Varied Types are given in each chapter to enable the students to do practice. Exercise Questions have also been added at the end of each chapter. This would help the students to acquire proficiency and develop confidence that they can handle any problem.

- At the each chapter, conceptual questions (carrying choice one mark each) in the form of 'Test your understanding' and 'Multiple Choice Questions' dealt within the chapter are presented.
- Also at the end of each chapter a review exercise having short (5 marks) question based on the theoretical concepts dealt within the chapter is presented.

Brief Content

Part One : Quantitive Techniques

Quantitative Techniques – Introduction • Introduction to Statistics • Classification and Tabulation • Diagrammatic and Graphic Presentation • Measures of Central Tendency • Measures of Variation • Skewness, Moments and Kurtosis • Correlation Analysis • Regression Analysis • Question Papers • Appendix – Symbols, Abbreviation and Formulae • Statistical Tables.

Part Two : Operations Research

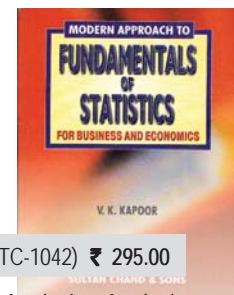
Introduction • Linear Programming Problem – Formulation • Linear Programming Problem – Graphical Methos • Linear Programming Problem – Simplex Method • Transportation Problem • Assignment Problem • Decision Theory • Game Theory • Operations Scheduling • Question Papers • Appendix – Statistical Tables.

Special Features of Part Two – Operations Research

- The subject matter has been presented in a very simple and lucid style and is self-explanatory.
- There are about 200 solved examples to explain the application of various techquines of operation research.
- Sepcial care has been taken to develop the various concepts in an easy to understand form.
- The techniques and solved examples are followed by an exercise comprising of short (5 marks) and long (10 marks) questions for self practice.
- Unsolved questions are given in the form of exercises followed by their answers.

Modern Approach to Fundamentals of Statistics for Business and Economics

V.K. Kapoor



First Edition Reprint 2010

Pp. xii + 864

ISBN 978-81-8054-797-3 (TC-1042) ₹ 295.00

This book of covers syllabi of CA (PEE-I), B.Com, M.Com, BA (Hons.), MA (Eco), MBA , Computer Courses of all Universities.

Contents

Statistics : An Overview • Organising and Presenting Univariate Data • Descriptive Measures—I (Measures of Central Tendency) • Descriptive Measures—II (Measures of Dispersion • Descriptive Measures—III (Skewness, Moments and Kurtosis)

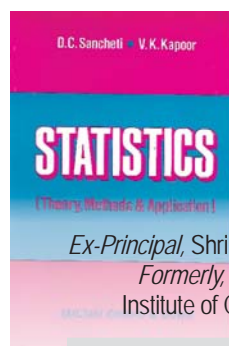
• Correlation Analysis • Linear Regression Analysis • Analysis of Time series and Forecasting • Index Numbers • Introductory Probability • Random Variables and Probability Distributions • Special Probability Distribution • Statistical Decision Theory • Sampling and Statistical Inference • Hypothesis Testing—I • Hypothesis Testing—II • The Chi-square Distribution • Analysis of Variance • Theory of Attributes • Multiple and Partial Correlation and Regression • Interpolation and Extrapolation • Statistical Quality Control • Linear Programming.

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M.Com., MBA, PGDBM & other Post-graduate Courses

Statistics



D.C. Sancheti

*Ex-Principal, Shri Ram College of Commerce, University of Delhi, Delhi
Formerly, Joint Director, Board of Studies,
Institute of Chartered Accountants, New Delhi*

V.K. Kapoor

*Shri Ram College of Commerce,
University of Delhi, Delhi*

Seventh Thoroughly Revised and Enlarged Edition Reprint 2018
152 Diagrams, 600 Solved Illustrations, 1510 Problems with Answers

Pp. xii + 1456

ISBN 978-81-8054-612-9 (TC-555) ₹ 525.00
22 × 14 cm.

Special Features

- The subject matter has been presented in a rigorous manner and in simple and effective language, so as to make the exposition clear and lucid even beginner.
- A conscientious effort has been made all through to keep the treatment simple, lucid and non-mathematical.
- The theoretical description of each sub-section has been followed by simple illustrations. Complex problems have been solved thereafter.
- Various new solved examples have added in each chapter. These examples have been selected in such a manner that, after carefully doing these examples, a student would be able to tackle all the questions asked in the set of exercises. Moreover these examples keep in view of the trend of questions asked in the examinations. Solved examples and unsolved problems have been drawn from examination papers of M.Com., B.Com., M.A. (Eco.), B.A. (Eco.), C.A., I.C.W.A. etc.

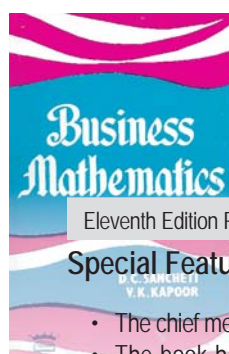
- Exercises at the end of each chapter are substantially reorganised. Hints and answers have been provided for most of the exercises.
- In order that a student does not stuck up while trying the questions, hints have been giving for important questions not covered by solved questions.
- 'Objective Type' questions are also there at the end of each chapter.

Contents

Meaning and Scope • Statistical Survey • Classification and Tabulation • Diagrammatic and Graphic Representation • Measures of Averages • Measures of Dispersion • Skewness, Moments and Kurtosis • Correlation Analysis • Index Numbers • Analysis of Time Series • Association of Attributes • Interpolation • Probability and Expected Value • Statistical Decision Theory • Theoretical Distribution • Sampling and Designing of a Sample Survey • Test of Survey • Test of Hypothesis • Chi-Square Test • *F*-Test and Analysis of Variance • Statistical Quality Control • Multiple and Partial Correlation Regression • Vital Statistics • Linear Programming.

Business Mathematics

D.C. Sancheti, Ph.D. • V.K. Kapoor



Eleventh Edition Reprint 2019

22 × 14 cm.

Pp. xviii + 1200

ISBN 978-81-8054-538-2 (TC-552) ₹ 595.00

Special Features

- The chief merit of the book is its simplicity.
- The book has 989 illustrations, 112 diagrams and 1149 exercises with answers for practice.
- All efforts have been made to remove misprints and to include and delete matter as considered necessary for updating. In particular editions of new advanced topics have been made in supplement. Also we have included in the supplement section on Linear Programming. A new feature of this edition is that a section has been Appended at the end on Application to Commerce, Economics & Probability.

Contents

Logical Statements and Truth Tables • Theory of Sets • Boolean Algebra • Real Number Systems • Groups, Ring and Field • Indices and Surds • Logarithms • Equations : Linear, Quadratic, Cubic and Higher Order • Permutations and Combinations • Binomial Theorem • Mathematical Induction, Sequence and Series • Arithmetic and Geometric Progressions • Convergence and Divergence of Series. Circular Functions and Trigonometry • Coordinate Geometry • Functions, Limits and Continuity • Differential Calculus • Integral Calculus • Vector Algebra • Matrix Algebra.

Supplement.

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M.Com., MBA, PGDBM & other Post-graduate Courses

Introduction to Management Science Operations Research

Dr. Kanti Swarup

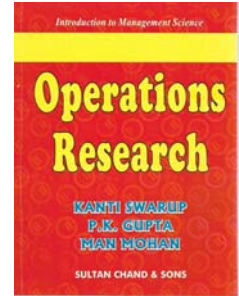
Former Professor, Indian Institute of Public Administration, New Delhi

Dr. P.K. Gupta, Ph. D.

J.V. Jain College, Saharanpur

Dr. Man Mohan, M.Sc., Ph. D.

Ramjas College, University of Delhi, Delhi



19th Rev. Edition Reprint 2018

Pp. xx + 1080

ISBN 978-93-5161-101-1 (TC-525) ₹ 625.00

430 Solved Problems/Illustration 332 Diagrams

Over 930 Unsolved Problems with Answers

The book covers the latest syllabi in Operations Research / Management Science of Various Universities, Engineering Institutes, Management Institutions and Professional bodies.

Special Features

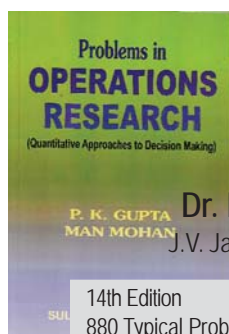
- The entire text has been restructured, re-written and updated.
- Chapters on Network Routing Problems, Forecasting, and Learning Curve.
- Theory have been included in this edition of book.
- A conscientious effort has been made all through to keep the treatment simple and in lucid style. The language of the text is uniquely simple.
- *Sample Problems* and *Unsolved Latest Examination Problems* have been given at the end of each section.
- Multiple Choice Questions are given with answers at the end of each chapter.

Contents

- Prerequisite
- Operations Research – An Overview
- Linear Programming Problem – Mathematical Formulation
- Linear Programming Problem – Graphical Solution and Extension
- Linear Programming Problem – Simplex Method
- Duality in Linear Programming
- Post-optimal Analysis
- Integer Programming
- Goal Programming
- Linear Programming Problem – Advanced Techniques
- Transportation Problem
- Assignment Problem
- Sequencing Problem
- Dynamic Programming
- Probability
- Markov Analysis
- Decision Analysis
- Games and Strategies
- Replacement Problem and System Reliability
- Inventory Control – I, Inventory Control – II
- Queueing Theory
- Simulation
- Investment Analysis and Break-even Analysis
- Network Routing Problems
- Network Scheduling by *PERT / CPM*
- Resource Analysis in Network Scheduling
- Non-Linear Programming
- Non-Linear Programming – Methods
- Geometric Programming
- Informing Theory
- Forecasting
- Learning Curve Theory
- Some Cases in O.R.
- Appendices
- Index.



M.Com., MBA, PGDBM & other Post-graduate Courses



Problems in Operations Research

Dr. P.K. Gupta, Ph.D.
J.V. Jain College, Saharanpur

Dr. Man Mohan, M.Sc., Ph.D.
Ramjas College, University of Delhi, Delhi

14th Edition
880 Typical Problems Fully Solved

Pp. viii + 936
24 × 16 cm.

Chapters 34

ISBN 978-93-5161-007-6 (TC-495) ₹ 550.00
690 Unsolved Problems with Answers

Special Features

Book Covers the latest syllabus in Operation Research / Quantitative Techniques / Management Science of most of the Universities, Civil Services Examination and other Professional Examinations • Each Chapters begins with a brief synopsis of solved problems mostly taken from recent examination papers of various universities • At the end of each chapter unsolved problems by their answers are presented of self practice • At the end of each chapter "Multiple Choice" Problems and "True / False" Problems and Presented • The revised edition of the book now includes more than 880 solved problems and more than 690 unsolved problems with answers together with about 280 "Multiple Choice" Problems with 330 illustrative diagrams and 200 Tables for recapitulation and better grasp over the subject.

Contents

Operations Research – An Overview • Linear Programming Model-Formulation • Linear Programming Problem – Graphical Solution • Linear Programming – Standard Form & Basic Solution • Simplex Method • Degeneracy in Linear Programming • Duality in Linear Programming • Dual Simplex Method • Revised Simplex Method • Bounded Variable Problem • Integer Programming • Post-Optimal Analysis • Parametric Linear Programming Problems • Transportation and Transshipment Problems • Assignment Problem • Sequencing Problem • Dynamic Programming • Decision Analysis • Game Theory • Markov Analysis • Queuing Problems • Inventory Problems • Replacement Problems • Non-Linear Programming • Quadratic Programming • Network Scheduling by PERT/CPM • Resource Analysis in Network Scheduling • Simulation • Investment Analysis and Break-even Analysis • Business Forecasting • Network Routing Problems • Learning Curve Theory • Information Theory • Appendix : Statistical and Other Tables.



Operations Research Quantitative Techniques for Management

V.K. Kapoor

9th Revised Edition Reprint 2018

Pp. xvi + 632

Chapters 16

ISBN 978-93-5161-011-3 (TC-531) ₹ 525.00

At a Glance of the Book

- Chapters Synopsis. Brief Description of Entire Chapter.
- Learning objectives. Each chapter begins with Learning objectives.
- Main Body. Various concepts and procedures relating to a particular topic have been fully explained in a well-kint manner.
- Graded solved examples. For a better grasp of the subject matter, numerous example have been provided at appropriate places in each chapter of the book.
- Graded Self Practice (Self-assessment) Review Problems (Exercises). In keeping in the view that Quantitative Techniques can be learned only by practice numerous practical questions including those which have appeared in different examinations have been (with hints) in the form of graded exercise sets.
- Glossary of Key Terms is provided at the end of the chapter.

- Chapter Summary. An overview of the chapter has been presented in a capsule form in terms of Points to Rememer at the end of chapter.
- Review Questions for Discussion. In ordered to help to readers in Evaluating their level of understanding, each chapter contains self questions ranging from short concept questions to descriptive essay type questions.

Contents

Introduction to Operations Research • Linear Programming : Problem Formulation and Solution by Graphic Method • Linear Programming : Simplex Method • Linear Programming : Duality and sensitivity Analysis • Transportation Problem • Assignment Problem • Sequencing Problem • Replacement Theory • Queuing Theory • Decision Analysis • Theory of Games • Inventory Management • Project Network Analysis CPM/PERT • Simulation • Goal Integer and Dynamic Programming • Markov Chains.

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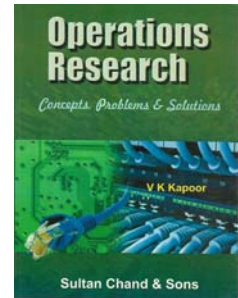


M.Com., MBA, PGDBM & other Post-graduate Courses

Operations Research

Concepts, Problems and Solutions

V.K. Kapoor



5th Rev. Edn. Reprint 2017

800 Solved Problems

Pp. xvi + 640

ISBN 978-81-8054-854-3 (TC-532) ₹ 475.00

Salient Features of the Revised Edition

- An ideal book for independent study
- The book elucidates the Key Concepts and methods of Operations Research.
- The book supplements text books on Operations Research and upgrades students knowledge in the subject.
- No special mathematical knowledge is assumed and the techniques are developed as situation generates. Each chapter begins with an introduction highlighting the development, application needs and prospects. In a nutshell mathematical proofs are carefully avoided.
- One of the noble features of the manual is that all the major steps in the computational procedure of important technique are presented in a step-by-step algorithmic format.
- To enhance the understanding of the subject by the students of various disciplines, a conceptual rather than mathematical approach is adopted. In fact, throughout the text, each concept is followed by numerous illustrations from different functional areas of management and latest examination papers.

- The book is student friendly containing plenty of problems from real life situations, further insight and clarity of the application of various Operational Research techniques.

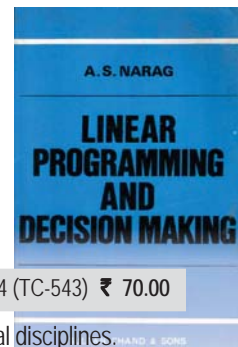
Contents

Chapter One	Operations Research : An Overview
Chapter Two	Linear Programming I : Model Formulation
Chapter Three	Linear Programming II : Graphical Method
Chapter Four	Linear Programming III : Simplex Method and Duality
Chapter Five	Transportation Problem
Chapter Six	Assignment Problem
Chapter Seven	Replacement Theory
Chapter Eight	Sequencing Problem
Chapter Nine	Decision Theory
Chapter Ten	Inventory Management
Chapter Eleven	Queuing Theory
Chapter Twelve	Network Analysis : CPM & PERT
Chapter Thirteen	Game Theory
Chapter Fourteen	Simulation

Linear Programming and Decision Making

Dr. A.S. Narag

Ex Dean, Faculty of Management Studies, University of Delhi, Delhi



Fourth & Revised Reprint Edition 2010

Pp. viii + 244 Chapters 8

ISBN 978-81-8054-761-4 (TC-543) ₹ 70.00

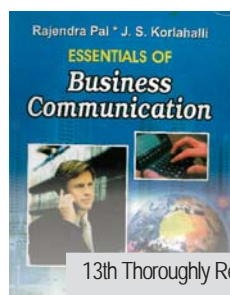
It has been written for use primarily in Management, Commerce, Economics, Engineering and other professional disciplines.

This book deals with Linear Programming and its extensions like transportation model, assignment models, etc. which are very well explained with illustrative examples which closely resemble real world problems.

Brief Contents

Chapter I	Introduction	Chapter V	Duality and Sensitivity Analysis
Chapter II	The Graphical Method	Chapter VI	Transportation Models
Chapter III	Linear Programming : Applications and Formulations	Chapter VII	Assignment Model
Chapter IV	The Simplex Method	Chapter VIII	Integer Linear Programming
			Appendix
			Matrices
			Index.

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M.Com., MBA, PGDBM & other Post-graduate Courses

Essentials of Business Communication

Rajendra Pal & J.S. Korlahalli

13th Thoroughly Revised and Enlarged Edition Reprint 2017 24 × 18 cm. Pp. xxiv + 843 ISBN 978-81-8054-729-4 (TC-212) ₹ 440.00

Whatever course you are pursuing, whether you are an MBA or a BBA student, whether you are appearing at the B.Com. examination of some university, or whether you are enrolled with a professional body like ICSI, your ultimate success in your examination, or in your life later, will depend upon your communication skills. Intelligence, integrity, energy are all important – they are indispensable qualities – but they will always remain subservient to interpersonal skills – your ability to relate with others, to communicate with others. This is what *Essentials of Business Communication* aims at teaching you. So, we are not merely giving you a book, we are giving you a *friend*, who will ever remain with you – to smoothen the journey of your life.

Right now you have two goals.

Your short-term goal is to pass your examination creditably. This book will substantially help you to do it. It covers your course completely, comprehensively.

But you have a long-term goal also – to learn a subject that holds *the key to your success*. For this, we had to go a little beyond the syllabus and give you something additional. We wanted to teach you the subject in its entirety. So, we decided to prepare a comprehensive textbook that covers *every aspect basic to the understanding of the subject*. We suggest that you should read the whole book, a little at a time, contemplating over what you have read, internalising it, and translating it into your speech and actions. Later, you will be glad you read the book like this.

- The following sections, whether your syllabus includes them or not, need your special attention :

- Essentials of Communication (including Non-verbal Communication),
- Electronic Communication,
- Intercultural Communication, and
- Oral Communication, particularly, Interviews, Group Discussions, Presentation Skills, Negotiating and Bargaining.
- The section *English for Effective Business Communication* will help you to keep your language free from grammatical and spelling errors. It will also help you to enrich your vocabulary.

Contents

- I Essentials of Communication (Pp. 126)
- II English for Effective Business Communication (Pp. 90)
- III Business Correspondence (Pp. 174)
- IV Employment Related Communication (Pp. 26)
- V Inter Departmental Communication (Pp. 26)
- VI Other Forms of Written Communication (Pp. 92)
- VII Precis Writing (Pp. 20)
- VIII Electronic Communication (Pp. 42)
- IX Intercultural Communications (Pp. 32)
- X Oral and other Forms of Communication (Pp. 70)
- XI Essay Writing (Pp. 38)
- Appendix (Pp. 78)



Elements of Mercantile Law

N.D. Kapoor

Ex-Head of the Deptt. of Commerce, Hans Raj College, University of Delhi, Delhi

37th Thoroughly Rev. Edn. Reprint 2018

Pp. xii + 1352

ISBN 978-93-5161-014-4 (TC-278) ₹ 695.00

With Supplement on the Companies Act 2013

An indispensable book for the students of management courses and a handy volume for managers. It discusses the fundamental principles in an easily intelligible language.

Contents

Volume I (Pp. 649) : • Introductory • Law of Contract—General Principles • Indemnity and Guarantee • Bailment and Pledge • Contract of Agency • Sale of Goods • Partnership • Negotiable Instruments • Arbitration • Insurance • Carriage of Goods • Insolvency • The Consumer Protection Act • FEMA, IT Act • Competition Act.

Volume II (Pp. 384) : Company Law.

Volume III (Pp. 328) : Labour Legislation: • The Factories Act • The Workmen's Compensation Act • The Employees State Insurance Act • The Employees' Provident Funds & Miscellaneous Provisions Act • The Payment of Gratuity Act • The Maternity Benefit Act • The Payment of Wages Act • The Minimum Wages Act • The Industrial Disputes Act • The Industrial Employment (Standing Orders) Act • The Trade Unions Act • The Payment of Bonus Act • The Apprentices Act • The Employment Exchanges (Compulsory Notification of Vacancies) Act • The Collection of Statistics Act.

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M.Com., MBA, PGDBM & other Post-graduate Courses

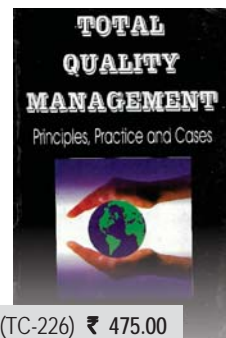
Total Quality Management Principles, Practice and Cases

Dr. D.D. Sharma

Second Rev. Edition Reprint 2108

Pp. viii + 1060

ISBN 978-81-8054-575-7 (TC-226) ₹ 475.00



Indian organisations are in dire need of Total Quality Management (TQM) to produce world class products. The book highlights various aspects of TQM in 26 chapters and gives Indian and International case studies. The text is written in simple and lucid language and is supplemented by Indian examples.

There are more than two dozen case studies of Indian companies which have implemented TQM. Quality briefs of more than 15 Indian companies who have obtained ISO-9000 certificates have been included. There are profiles of 17 world-class companies who have won quality awards. For students of MBA, engineering colleges and other institutions, this book would serve as a standard textbook. Executives, managers, entrepreneurs and consultants may use it as a guide book.

Contents

Pursuing Excellence • Basics of Quality • Total Quality Management—A Framework • TQM Thinkers and Thoughts •

TQM and Management • Cost of Quality (COQ) • Problem Solving and QC Tools • Kaizen—Continuous Improvement • Quality Circles (QCs) • Statistical Process Control (SPC) • Just-in-Time (JIT) and Waste Elimination • Teamwork for Quality • Total Employees Involvement (TEI) • Customer Focus and Satisfaction • Benchmarking • Leadership for Inspiring Change • Creating Quality Culture • Inspection, RFT & Total Preventive Maintenance • Quality System and ISO-9000 • Quality Planning Process • Daily Process Management • PDCA—Improvement Cycle House Keeping • Organisational Re-engineering • Total Quality in Service Sector • Quality Awards • Implementing TQM & Quality Audit • House keeping • Waste Elimination • Acceptance Sampling • Business Process Reengineering • Six Sigma • ISO 9000 : 2000 & TS 16949 • Environment Management standards : ISO 14000 • Case Studies of Indian Companies • Appendices • Glossary Terms • Bibliography.

Legal and Regulatory Framework of Business

N.D. Kapoor

Formerly, Head of the Department of Commerce, Hans Raj College, University of Delhi, Delhi

1st Edn.

Pp. xxiv + 620

ISBN 81-8054-304-8 (TC-1020) ₹ 140.00

The chief aim in writing this book is to present the fundamental principles of legal and regulatory framework of business in a simple and easily intelligible manner. The intricate points of law have been illustrated by examples, and the subject has been dealt with by topics rather than in the strict order of Sections in the various acts to enable the students to grasp each aspect of subject thoroughly.

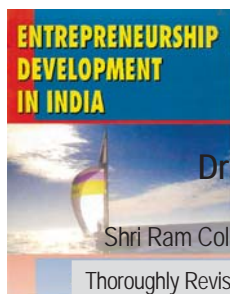
The book is unusual in simplicity with which the various topics have been dealt with. At the same time, the treatment of the subject is both comprehensive and easy to follow.

Contents

- I The Indian Contract Act, 1872.
- II Special Contracts • Indemnity and Guarantee • Bailment and Pledge • Contract of Agency • Sale of Goods Act, 1930 • Law of Partnership • Negotiable Instruments Act, 1881 • Consumer Protection Act, 1986
- III Company Law
- IV Industrial Law • The Minimum Wages Act, 1948 • The Payment of Bonus Act, 1965 • The Payment of Gratuity Act, 1972.



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Entrepreneurship Development in India

Dr. C.B. Gupta, M.Com., Ph.D.

Associate Professor,

Shri Ram College of Commerce, University of Delhi, Delhi

Dr. N.P. Srinivasan, M.Com., Ph.D.

IFCI Professor of Commerce,

University of Madras, Madras

Thoroughly Revised Edition 2013

Pp. xvi + 499

ISBN 978-81-8054-818-5 (TC-175) ₹ 350.00

Some Salient Features of the present edition are as follows :

Synopsis in the beginning of every chapter to indicate at a glance the topics covered in the chapter. • Tables and diagrams to illustrate. • Comprehensive Coverage of various subjects • Very short answer, short and long answer questions at the each chapter. • Case studies of Indian Entrepreneurs • Model Feasibility Reports • Bibliography for Advanced Study and Research • Latest Question Papers • Lucid and Simple Language.

Brief Contents

Part I – Entrepreneurial Culture and Structure • Competing Theories of Entrepreneurship • Entrepreneurial Traits and Types • Entrepreneurial Motivation • Establishing Entrepreneurial Systems.

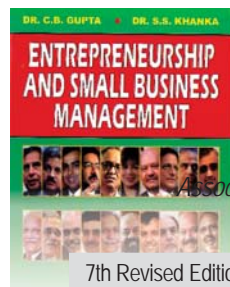
Part II – Project Identification and Classification • Project Formulation • Project Design and Network Analysis • Project Appraisal • Factory Design and Layout.

Part III – Steps for Starting a small industry • Selection of Types of organisation • Incentives and Subsidies • Exports and Imports.

Part IV – Women Entrepreneurs • Rural Entrepreneurship • Growth of Entrepreneurs in India • Entrepreneurial Development Programmes in India.

Part V – Financial Analysis • Social Cost Benefit Analysis • Sources of Project Finance • Institutions Assisting Entrepreneurs.

Part VI – Case Studies of Successful and Unsuccessful Entrepreneurs • Model Feasibility Reports • Bibliography • Questions Papers.



Entrepreneurship & Small Business Management

Dr. C.B. Gupta

Associate Professor, SR College of Commerce

University of Delhi, Delhi

Dr. S.S. Khanka

Dean, School of Management

Assam Central University

7th Revised Edition 2017

24 × 18 cm.

Pp. xii + 402

ISBN 978-93-5161-094-6 (TC-176) ₹ 320.00

Salient Features of the book are as under :

Lucid, simple and conversational language • Concise description of the subject • Chapter outline to give a Bird's Eyeview of the topics covered in each chapter • Step-wise development of each topic to facilitate learning • Logical and sequential arrangement of different topics • Diagrams and table to illustrate the text • Questions Culled from University Examinations.

The following Topics have been added in this edition of the book :

- OPC vs. Proprietorship
- Business Incubators
- Business Plan
- Franchising
- Operating Leverage and Financial Leverage
- E-commerce
- Product Planning and Development
- Crisis in Growth Process
- ED in Backward Areas.

Contents

Part I : Entrepreneurship (Pp. 52)

Entrepreneur and Entrepreneurship • Entrepreneurship Development in India • Entrepreneurial Motivation. Nature and Scope of Business.

Part II : Small Business Management (Pp. 332)

Small Business—An Introductory Framework • Establishing Small Enterprise • Forms of Ownership • Financing Small Business • Lease Financing and Hire Purchase • Working Capital Management • Purchasing and Inventory Management • Production and Operations Management • Issues in Small Business Marketing • Small Entrepreneur in International Business • Profit Planning and Budgeting • Accounting for Small Business • Growth Strategies for Small Business • Office Organisation for Small Business • Sickness in Small Scale Industries • Institutional Assistance to Small Scale Industries • Policy Support to Small Scale Industries • Legal Framework for Small Business • Management Process in Small Business • Rural Entrepreneurship • Family Business • Syllabi • Bibliography.

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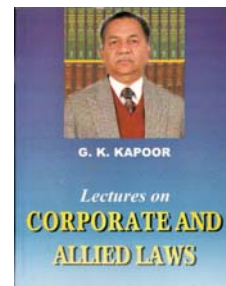


M.Com., MBA, PGDBM & other Post-graduate Courses

Lectures on Corporate and Allied Laws

Dr. G.K. Kapoor

*Reader in Commerce, Shaheed Bhagat Singh College University of Delhi,
Formerly, Dy. Director of Studies, Inst. of Chartered Accountants of India.*



Second Revised Edition

Pp. xxiv + 500

ISBN 978-81-8054-779-9 (TC-1148) ₹ 300.00

The Book includes • Discussion on all Legislations covered under new syllabus of CA Final including prevention of Money Laundering Act 2002 • SEBI (Issue of capital and disclosure requirement) Regulations 2009 issued on 26th August 2009 under Section 30 of the SEBI Act 1992, Replacing SEBI guidelines • Amendments in FEMA 1999 and the Regulation / Rules / Notifications Issued thereunder upto 1st September 2009 • Competition (Amendment) Act, 2007). Amendments have been incorporated at appropriate place • Discussion on E-Governance and E-Filing as well as Director Identification Number • More Practical Problems • Up dated Section • Index.

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- Step 3 Write Additional Points, if any on the space of notes.
- Step 4 See institutes material for any additional matter and once again note of the same in the notes column.

- Step 5 Read practical problems one by one. Mentally conceive the answers. Compare with given suggested answers. Pen down deficiencies on a sheet of paper.

Contents

Companies Act : Section 198 onwards :

Dividends • Meetings of the Board of Directors • Directors • Inter Company Laws & Investments • Sole Selling agents • The majority Rule • Prevention of Oppression and Mismanagement • Accounts & Audit • Inspection & Investigation • Compromise Arrangements Amalgamation Reconstruction etc. • Winding up • Govt. Company Foreign Company and Producer Companies • Secretarial Practice • Miscellaneous Provisions • Foreign Exchange Management Act-1999 • The SEBI Act 1992 • SEBI Guidelines • The Securities Contracts (Regulation Act, 1956) • Competition act, 2002 • Banking Regulation Act, 1949 • The Securitisation & Reconstitution of Fin. Asset & Enforcement of Security Act 2002 • The Insurance Act, 1938 • The Insurance Regulatory & Development Act, 1999. Interpretation of Statutes.

Hints for Self-culture

Mahatma Devesh Bhikshu

Size 14 × 22 cm

Pp. iv + 368

ISBN 81-8054-579-2 (TC-744) ₹ 100.00

Since the quality of life we lead depends upon the kind of mind we have, our mind is our greatest friend.

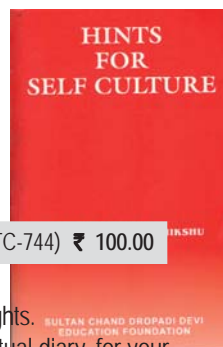
An effective way to control the mind is to keep directing it regularly, to keep it in constant touch with lofty thoughts.

This book presents a collection of noble thoughts gleaned from the Vedas, arranged in the form of perpetual diary, for your constant guidance and inspiration. The thoughts selected are among the very best, and my explanations have been added to make them meaningful and relevant to the contemporary context. There are 366 of them, arranged in the form of a diary.

Contents

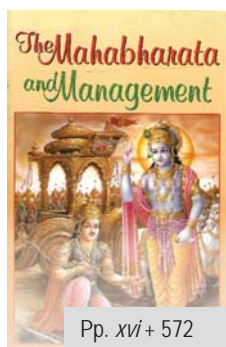
January : Goddess of Dawn and Goddess of Learning
February : Education, Knowledge and Learning
March : *Brahmacharya* and Character
April : Behaviour and Conduct
May : Morality and Politics
June : Sciences and Psychology

July : Arts and Agriculture
August : Economics and Finance
September : Happy Life in Family and Society
October : Humility and Faith
November : Cheerfulness and Devotion
December : Philosophy of Soul and God





M.Com., MBA, PGDBM & other Post-graduate Courses



The *Mahabharata* and Management

Dr. S.S. Gulshan, M.Com., Ph.D., L.L.B

Mahatma Devesh Bhikshu

Pp. xvi + 572

ISBN 81-8054-179-7 (TC-989 paper back) (TC-790 Hard Bound) ₹ 300.00 (PB), 450.00 (HB)

It is hoped that the book will help the managers prepare themselves to face the challenges successfully.

How is the *Mahabharata* relevant to management ?

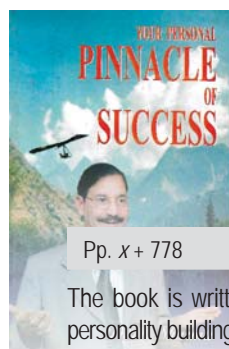
If one aspires to be an effective manager, it is extremely important to imbibe universal values and acquire spiritual wisdom in addition to professional knowledge and technical expertise. But a mere theoretical statement of management principles or the value system would not be effective at all. What one requires is an interplay of these principles and values in real-life situations so that they stand out in a concretised form and one is able to grasp them spontaneously and effortlessly. This is what happens in the *Mahabharata*.

Take any conceivable situation, think of any character of any status, and you have it in the *Mahabharata*. Besides, different characters embody different approaches to that situation, illumine different perspectives from which it can be viewed, and through

their interaction reveal all its complexities and the consequences it would inevitably lead to. It has been rightly said that what is in the *Mahabharata* is everywhere and what is not in the *Mahabharata* is nowhere. In fact, it wouldn't be an exaggeration to say that the *Mahabharata* is an allegorical representation of universal human situation in all its ramifications and intricacies.

That explains why the *Mahabharata* should be an integral part of all management curricula and why all aspirants to a successful managerial career should carefully read it, chew it and digest it.

However, there are two formidable deterrents to the study of the *Mahabharata* : the obscurity of the language in which it was originally written and its inordinate length—1,00,000 couplets spread over 18 *parvas*. How could one overcome these hurdles and drink the nectar contained in it ? The present book provides the answer.



Pp. x + 778

ISBN 978-81-8054-473-7 (TC-1075) ₹ 450.00

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Dr. D.D. Sharma

The book is written to provide the basic tenets of successful personality building. This book emphasises critical success factors.

- The book lucidly explains the concepts with common examples from the day-to-day life.

Special Features

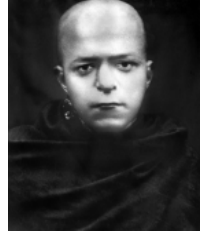
- The basic success factors have been highlighted to give direction to individual readers.
- The emphasis is on developing skills, competencies and attitudinal change in individuals.
- Stress is on personality development by grooming the most essential characteristics.
- Application based approach is used to highlight the basic principles.

Contents

Create Your Own Opportunities • Strengthen Your Mental Powers • Put Your Mastermind in Action • Understand Power of Positive Doing • Develop Better Human Relations • Communicate and Present Your Ideas Effectively • Improve Your Personality • Lead People from Front • Motivate Yourself and Others • Work Your Way to Success • Inculcate Good Value System

अमर शहीद मास्टर अमीर चन्द जी

(1869 8-5-1915)



मरना भला है उसका जो अपने लिये जिये। जीता है वो जो मर गया देश के लिये ॥

पिता

आप राय हुकमचन्द जी के सुपुत्र थे। राय हुकमचन्द रियासत हैदराबाद दक्खन में लैजिसलेटिव कौंसिल के सेक्रेटरी (Secretary, Legislative Council) थे। जब वे इंग्लैंड गए थे, तो महारानी विक्टोरिया ने उनकी अद्भुत योग्यता की सराहना की थी और उन्हें भारतीय नीतिज्ञ की उपाधि दी थी। उनकी एक पुस्तक **Res Judicata** बैरिस्टर्स और वकीलों को पढ़ाई जाती थी। आप रियासत के **Law College** के मुख्याध्यापक भी थे। विद्यार्थियों को वे इस तरह समझाकर पढ़ाते थे कि बाद में उन्हें उसको पुनः याद करने की ज़रूरत ही नहीं रहती थी।

बचपन

मास्टर जी बचपन से ही दीन-दुखियों की सहायता करते थे। विद्यार्थी जीवन में भी अपनी पाठ्य-पुस्तकें दूसरे गरीब साथी-विद्यार्थियों को दे दिया करते थे। आप किसी भी गरीब को दुःखी नहीं देख सकते थे। मिशन कॉलेज में शिक्षा समाप्त करने के पश्चात् उन्होंने यह दृढ़ निश्चय कर लिया कि भविष्य में अपने देश के बच्चों की शिक्षा में विशेष प्रयत्न करूँगा। अतः आप मिशन स्कूल में मास्टर हो गए।

अध्यापन

आपके पढ़ाने की विधि बहुत सरल और अच्छी थी। विद्यार्थी आपकी योग्यता और उदारता के गीत गाते थे। जिन विद्यार्थियों के साथ कोई अन्याय या अनुचित व्यवहार होता था तो आप उनकी सहायता किया करते थे। आपके घर का द्वार हर गरीब और असहाय बच्चे के लिए खुला रहता था। इस जगह विद्या के प्यासे और भूख से सताये हर बालक को सुविधा और सुख मिल जाता था। इस मकान में जिसका नाम 'प्रेमधाम' था वहाँ जिन्होंने कुछ दिन भी बिताए वे वहाँ के वातावरण और देख-रेख को नहीं भूल सकते।

संस्कृत स्कूल

अभी आप मिशन स्कूल में थे कि संस्कृत स्कूल को मुख्याध्यापक की आवश्यकता हुई। इस समय स्कूल का काम दिन-प्रतिदिन बिगड़ता जा रहा था। मास्टर जी ने मिशन स्कूल से नौकरी छोड़ दी और संस्कृत स्कूल (Anglo Sanskrit Victoria Jubilee High School) में मुख्याध्यापक के पद पर काम करना आरम्भ कर दिया। बहुत से विद्यार्थी जो आपके उत्तम बर्ताव को जानते थे संस्कृत स्कूल में आने लगे। पहले वर्ष स्कूल की वार्षिक परीक्षा का

परिणाम बहुत अच्छा निकला। सब और से स्कूल के सुप्रबन्ध की प्रशंसा होने लगी और स्कूल का सब कार्य सुचारु रूप से चलने लगा।

इन्हीं दिनों रायसाहब केदारनाथ ने दिल्ली में एक नया स्कूल खोला जिसका नाम रामजस हाई स्कूल था। मास्टर जी बिना किसी वेतन के उस स्कूल में पढ़ाने के लिए जाने लगे और कई वर्षों तक वहाँ पढ़ाते रहे।

स्वदेशी आन्दोलन और ट्रामवे

1905 के बंगाल विभाजन पर बंगाल में एक हलचल मच गई विदेशी माल का त्याग (Boycott) और स्वदेशी वस्तुओं के प्रचार और प्रसार का आन्दोलन आरम्भ हो गया। प्रति सप्ताह इतवार को शहर के किसी भाग में जलसा होता था। इसमें कविताएँ (नजमें) पढ़ी जाती थीं, व्याख्यान होते थे और लोगों से देशी वस्तुएँ खरीदने और प्रयोग करने की प्रतिज्ञा कराई जाती थी। मास्टर जी अपनी स्पीच लिख कर ले जाते थे और उसकी एक कॉपी पुलिस रिपोर्टर को दे दिया करते थे। इस आन्दोलन से ब्रिटिश व्यापार को बड़ा धक्का लगा और सरकार ने जलसों पर प्रतिबन्ध लगाना शुरू कर दिया और वक्ताओं को जेल में डालना शुरू कर दिया। इस सबसे ऊपर से तो यह आन्दोलन (Movement) दब सा गया, परन्तु अन्दर-अन्दर आग सुलगती रही और उसने गुप्त रूप धारण कर लिया। बंगाल में अराजकतावादी (Anarchists) का बहुत जोर हो गया। यह लोग बम से या पिस्तौल से सरकारी अफसरों को मारते थे। आपके कहने पर श्री बिशनस्वरूप जी ने किनारी बाजार में अपना स्वदेशी स्टोर खोला। आपने कुछ सहयोगियों के साथ आन्दोलन का भली प्रकार प्रचार किया। इस काम में नगर के माननीय लाला शंकर दास जी बैरिस्टर ने बड़ी लगन से सहायता दी।

1907 में दिल्ली की सड़कों पर लोहे का जाल बिछ गया और ट्रामवे चलने लगी। मास्टर जी इसको देश के लिए बहुत ही हानिकार समझते थे क्योंकि यह एक विदेशी कम्पनी की थी और इसकी आय से लाभ विदेश को जाता था। इसलिए मास्टर जी और सैयद हैदर रज़ा साहब ने ट्रामवे के विपक्ष में जगह-जगह भाषण दिये। भाषण में आप कहा करते थे कि ये ट्रामवे दिल्ली वालों को पंगु बना देगी। पहले 40-50 मील की यात्रा साधारण बात थी। "दिल्ली के नवयुवको! जब तुम ट्रामवे के दास तो जाओगे तब घर से निकलने के लिए भी किसी सवारी की आवश्यकता होगी। यदि तुम शक्तिशाली और बलिष्ठ बनना चाहते हो तो ट्रामवे की सवारी कदापि न करो।" मास्टर जी के इस

आदेश को कुछ सज्जनों ने माना और द्रावे की सवारी छोड़ दी। विद्यार्थियों ने भी इसका अनुकरण किया। लेकिन कुछ ऐसे भी व्यक्ति थे जो जामा मस्जिद से होज काजी तक जाने के लिए आधे घंटे तक ट्रामवे की बाट जोहते रहते थे।

स्वदेशी स्टोर और लीडरों के चित्र

स्वदेशी के प्रचार के लिए मास्टर जी ने अनुभव किया कि स्वदेशी माल न मिलने से जनता को कष्ट होता है और दिल्ली में एक ऐसी दुकान की आवश्यकता है जहाँ पर अपने देश का बना हुआ माल मिल सके। इसी आवश्यकता को विचार कर एक स्वदेशी स्टोर का निर्माण किया जहाँ पर अपने देश की बनी हुई हर वस्तु बहुत थोड़े दाम पर मिल जाती थी। आप कहा करते थे कि भारत की उन्नति देशी कपड़ा बरतने और देश के माननीय नेताओं के चित्र सामने रखने और उनके चरित्र पढ़ अनुकरण करने से ही हो सकती है। हमें अपने बच्चों को देश के नेताओं की जीवनियाँ पढ़ानी चाहिए जिससे उनके मन में देश-भक्ति पैदा हो।

नेशनल वाचनालय

आपने यह भी आवश्यक समझा कि देश की उन्नति के लिए वाचनालय का होना भी अनिवार्य है। जनता में देश-भक्ति की पस्तुकों पढ़ने की रुचि नहीं थी। इसलिए आपने किनारी बाजार में नेशनल वाचनालय की स्थापना की और घर-घर में जाकर जनता में पुस्तकें पढ़ने का शौक पैदा किया। उस समय काम करने वालों के सामने जो कठिनाइयाँ आती थीं वो किसी से भी छिपी नहीं थीं। जिस व्यक्ति के मुख से यह सुनाई पड़ता था “देशी कपड़ा पहनों और हिन्दुस्तान से प्रेम करो”, सी.आई.डी. विभाग उसकी देख-रेख करना अपना कर्तव्य समझता था और उसको हर प्रकार से तंग किया जाता था। सम्बन्धियों और मित्रों को बहकाया जाता था कि इस व्यक्ति से न मिला करो, यह सरकार का विरोधी है। ऐसी स्थिति में देश के अन्दर देश-भक्ति को जाग्रत करना बहुत कठिन काम था। परन्तु मास्टर जी इसकी जरा भी परवाह नहीं करते थे और अपने कुछ साथियों के साथ, जो ‘प्रेमधाम’ में प्रेम के वातावरण में पले थे, अपने कार्य को बराबर करते रहे और देश-भक्तिपूर्ण शिक्षा का प्रचार करते रहे।

नेशनल प्रेस

नेशनल वाचनालय के विज्ञापन और ट्रेक्ट (Tract) तब तक साधारणतया अन्य प्रेस वाले छाप दिया करते थे। लेकिन कठिनाई जब आती है तो बहुत सी कठिनाइयों को भी साथ लाती है। बहुधा उन कठिनाइयों के कारण सब काम बन्द हो जाया करते थे। स्वदेशी प्रचार और देश-भक्ति के लोभों को दिल्ली के प्रेस वालों ने छापने से इन्कार कर दिया। उस समय ‘आफताब’ अखबार और ‘आफताब प्रेस’ बन्द हो चुका था। मास्टर जी के लिए यह

अनिवार्य हो गया कि वे इस काम के लिए एक प्रेस खोलें; नहीं तो सब काम बन्द कर दें। ऐसे महापुरुषों के लिए काम बन्द करना तो सम्भव नहीं था। उन्होंने तुरन्त एक प्रेस खोला जिसका नाम ‘नेशनल प्रेस’ था। इस प्रेस में लोग अपनी छपाई का काम कराते हुए डरा करते थे। इस कारण से इसमें बहुत घाटा होता था। इस घाटे को पूरा करने के लिए मास्टर जी ने साप्ताहिक पत्र निकालने का विचार किया जो 1908 में दिल्ली से मास्टर गणेशी लाल ‘खस्ता’ की अध्यक्षता में ‘आकाश’ नाम से छपना आरम्भ हुआ। इसमें स्वदेशी विषयों पर बड़ी गम्भीरता से विचार-विमर्श होता था। इस पत्रिका पर भी कई बार संकट आया और मुकद्दमा चलाया गया। उन दिनों प्रेस एक्ट नहीं था जिससे प्रेस वालों से जमानत ही नहीं माँग ली जाती थी, बल्कि दफा 124 एफ. के जरिए एडिटर्स और प्रकाशकों को 10-10, 15-15 वर्ष के लिए जेल की अंधेरी कोठरी में भेज दिया जाता था। जैसा ऊपर लिखा जा चुका है, इस साप्ताहिक पत्र पर भी कई बार मुकद्दमें चलाये गये जिनकी पैरवी में जमानतों से भी बहुत ज्यादा रुपया व्यय हो गया। और गरीब एडिटर और प्रिंटर बहुत सताये गए लेकिन साप्ताहिक पत्र बराबर निकलता रहा। इसमें एक और महत्वपूर्ण बात यह थी कि मास्टर जी का संकल्प था कि आदर्श को हाथ से न जाने दिया जाये और इस तरह की आदर्श पत्रिकाओं में दवा बेचने वालों का विज्ञापन बिल्कुल न हो। अतः इस पत्रिका में विज्ञापन नहीं होते थे, जिनसे कि पत्रिका की धन सम्बन्धी कठिनाइयों को कैसे दूर किया जा सकता था। यह चिंता का विषय था।

इन कामों में इस तरह व्यय और घाटा होने पर भी उन्होंने कभी यह उचित नहीं समझा कि धन के लिए जनता से माँग की जाये। उनका विचार था कि अभी जनता के विचारों को दृढ़ करना है; अगर धन की माँग की गई तो जनता समझेगी कि यह भी एक कमाई का ढंग है और हमारे काम को हानि होगी। मास्टर जी अपने सभी साथियों को आदेश दिया करते थे कि रुपयों को बड़ी देखभाल करके व्यय करना चाहिए। अगर जनता से चन्दा लिया जाये तो इसका व्यय कदापि अनुचित न हो। जो जनता के खून-पसीने की कमाई को प्रथम और द्वितीय श्रेणी के डिब्बों में यात्रा करके खर्च करते हैं वे जनता का खून बहाते हैं और अन्याय करते हैं।

आप अपने रुपये को जनता की सेवा में खर्च करते रहे। आपका कहना था कि देश-सेवक वही होते हैं जो पहले अपने आप को न्यूछावर कर दें और साधारण जीवन बिताते हुए सदा देश की उन्नति और भलाई के कार्य में तत्पर रहें और संकटों को प्रसन्नता से सहकर देश पर न्यूछावर हो जाएँ।

राम उपदेश

इस समय मास्टर जी को यह अनुभव हुआ कि स्वामी रामतीर्थ एम.ए., जिनको ‘राम बादशाह’ के उपनाम से पुकारते थे, के उपदेशों की जनता को बड़ी आवश्यकता है और ये बहुत उपयोगी हैं।

आपने राम के शिष्य 'स्वामी नारायण' जी को वचन दिया कि मैं ये सब उपदेश आपकी देख-रेख में छपवा दूँगा और इसे आपने बड़े प्रयत्न से 'In Woods of God Realization' के नाम से प्रकाशित किया। यह आपके ही प्रयत्न का परिणाम है कि 'स्वामी राम' के लेख आज भी मिलते हैं।

स्वदेशी नुमाइश

1909 में दिल्ली में स्वदेशी प्रदर्शनी के नाम से एक विशाल नुमाइश हुई जिसमें सारे भारत की कला-कौशल दिखाई गई। इस नुमाइश का उद्घाटन देश के माननीय 'लाला लाजपत राय जी' के कर-कमलों से हुआ। मास्टर जी इसके कोषाध्यक्ष थे। आपने इस नुमाइश के काम को बहुत लगन से पूरा किया। देश के कोने-कोने में इसकी सूचना भेजी और प्रदर्शनी के लिए वस्तुएँ एकत्रित की। आपके दूसरे साथियों ने कहा कि लाला लाजपत राय जी के भाषण पर टिकट जाएँ और बहुमत से उन्होंने व्याख्यान पर एक रुपया और चार आने के टिकट लगाने का निश्चय किया। मास्टर जी को यह बात उचित नहीं लगी और इस निश्चय का विरोध करते हुए यह उचित समझा कि भविष्य में वे इस नुमाइश में भाग न लें और अन्य साथियों पर ही उस काम को छोड़ दें। वे नहीं चाहते थे कि गरीब हिन्दुस्तानी पैसे न होने के कारण लाला जी का व्याख्यान सुनने से वंचित रह जाएँ। आपने अपने साथियों को लिखा "मैं समझता हूँ कि भारत शिक्षा का भूखा और नई जानकारी और माननीय नेताओं के दर्शनों का प्यासा है। आप जो व्याख्यान पर टिकट लगाते हैं इससे आप उन गरीबों की आकांक्षाओं को चकनाचूर करते हैं जो अपने माननीय नेताओं के दर्शन की अभिलाषा लेकर दिल्ली में आए हैं। आप जो इस नुमाइश पर सजावट कर रहे हैं इसमें हजारों रुपया दूसरे देशों के माल पर खर्च हो रहा है, वह केवल दिखावटी है। मैं इस बाहरी दिखावट, सजावट और व्याख्यान पर टिकट के विरुद्ध हूँ और मेरा हृदय यह नहीं सह सकता कि मेरे हजारों गरीब भाई लाला जी के दर्शन से वंचित रहें। इसलिए मैं यह उचित समझता हूँ कि मैं भी अपने माननीय भाई के दर्शन न करूँ। अतः इस काम में भाग न लेने के लिए आपसे क्षमा चाहता हूँ।"

विधवा विवाह

मास्टर जी उन देश-भक्तों से थे जो अपने देशवासियों के संकट को जरा भी सहन नहीं कर सकते थे। दिल्ली में एक अनाथालाय तो था लेकिन जाति की विधवाएँ अनेक प्रकार के संकट सहा करती थीं। मास्टर जी इसे कब सह सकते थे। उन्होंने इस संकट को हटाने के लिए हिन्दू जाति के प्रति हिन्दू विधवाओं की ओर से अपील पर अपील प्रकाशित की और एक सभा बनाई जिसका नाम 'विधवा सभा, दिल्ली' था। आपके पुरुषार्थ से इस कार्य में बड़ी सफलता मिली और 1911 में इस नाम की एक पत्रिका प्रकाशित की जाने लगी।

सत्याग्रह और दक्षिणी अफ्रीका

1913 में जब सर्वमाननीय गोपाल कृष्ण गोखले दिल्ली पधारे और दक्षिणी अफ्रीका के लिए अपील की उस समय आपने एक प्रस्ताव प्रस्तुत करते हुए कहा "दक्षिणी अफ्रीका में जो अत्याचार हमारे भाइयों पर हो रहे हैं वो आपके सम्मुख माननीय श्रीमान गोपाल कृष्ण गोखले ने भली प्रकार बता दिए हैं। आप भारत सरकार से स्पष्ट शब्दों में कह दें कि वे भारत के अन्दर दक्षिणी अफ्रीका के लोगों पर ऐसे ही नियम लगावें जैसे उन्होंने अपने देश में हिन्दुस्तानियों पर लगा रखे हैं, अथवा वे नेटाल (Natal) सरकार को बाध्य करें कि हिन्दुस्तानियों के लिए जो अन्यायपूर्ण नियम बनाए गए हैं उनको हटा दें और जो हिन्दुस्तानी कारागार में हैं उन्हें मुक्त कर दें और भविष्य में हिन्दुस्तानियों पर इस प्रकार के अत्याचार में न लाएँ, नहीं तो हम बाध्य होंगे कि सरकार को ठीक मार्ग पर लाने के लिए सत्याग्रह करें। यह सत्याग्रह एक बड़ा शक्तिशाली हथियार होगा जो हमारी सरकार को हमारी मान रक्षा पर युद्ध करने के लिए मजबूर करेगा।"

वेश्या का नाच

हिन्दू मन्दिरों के आगे कुछ व्यक्ति वेश्या का नाच कराते थे। 1913 में मास्टर जी ने इसके विरुद्ध भारत के नवयुवकों का ध्यान दिलाया कि यह कार्य धर्म के विरुद्ध और देश का धन नाश करने वाला है। पत्रिका में भी आपने इसके विरुद्ध लेख लिखा और कूँचा पातीराम की सभा में व्याख्यान देते हुए कहा, "भारतीयों! तुमको बहुत कुछ काम करना है। तुम्हारा धन बहुत मूल्यवान है। बहुत कुछ काम करना है। तुम्हारा धन बहुत मूल्यवान है। इस धन से भारत की उन्नति हेतु काम करना होगा और कठिन से कठिन बलिदान देने होंगे। इन व्यर्थ के व्यसनो में रुपयों का नाश न करो।" आपके इस व्याख्यान का दिल्ली वालों पर बहुत गहरा पड़ा और यह बुरी प्रथा मिट गई।

पुलिस वाले भी हमारे भाई है

आपके ऐसे विचारों और कार्यों के कारण पुलिस ने आपकी निगरानी शुरू कर दी। जहाँ आप जाते थे बराबर ताड़ा जाता और आपकी निगरानी होती। आपसे मिलने वालों को भी तंग किया जाता था। मास्टर जी पुलिस की इस देख-रेख को शान्ति और धैर्य से सहन करते थे। आपका कहना था कि एक दिन आयेगा जब ये हमारी मदद करेंगे और अपने ऊपर देश का दायित्व समझेंगे। अभी इनको समझ नहीं है जो ये हमारे साथ कपट करते हैं। परमात्मा हमारी परीक्षा कर रहे हैं। हमें वीरता और धैर्य से सरकारी नियमों के अन्दर अपने उद्देश्य को हासिल करना है। अपने देश और जाति का मान अपना मान है और उसका अपमान अपना अपमान है। हमें बहुत साधारण जीवन व्यतीत करना चाहिए और अपने देश की बनी हुई वस्तुओं को विदेशी वस्तुओं से अच्छा समझना

चाहिए। देश में व्यक्तिगत आय 9 पाई प्रतिदिन है। बनाव-सिंगार के प्रेमी बन कर इसे व्यर्थ मत खोओ। इतनी थोड़ी आय में तो कोई व्यक्ति चने चबाकर भी जीवन निर्वाह नहीं कर सकता। अगर तुम इस आय का अनुचित व्यय करोगे तो तुम्हारे देश के कई भाई भुखमरी के शिकार होंगे। खर्च करते समय देश की दशा को कभी न भूलो और विचार करो कि मेरा यह व्यय जाति पर कितनी दरिद्रता का कारण होगा।

लार्ड हार्डिंग बम अभियोग

1905 के बंगाल विभाजन पर बंगाल में आतंकवादियों (Anarchists) का बहुत जोर हो गया था। यह लोग बम से या पिस्तौल से सरकारी अफसरों को मारते थे। ब्रिटिश सरकार ने इससे भयभीत होकर कलकत्ता की जगह दिल्ली को राजधानी बनाने का विचार किया। 1910 में जार्ज पंचम भारत आए और दिल्ली में दरबार हुआ। इसमें दिल्ली को भारत की राजधानी बनाने की घोषणा हुई। 1911 में लार्ड हार्डिंग ने दिल्ली राजधानी का उद्घाटन किया। वाइसराय महोदय का जलूस 23-12-1912 को चौदनी चौक से निकला। यहाँ किसी व्यक्ति ने वाइसराय पर बम फेंका जिससे महावत और कुछ अन्य व्यक्ति मारे गए। वाइसराय बुरी तरह घायल हो गये। मगर बम फेंकने वाला व्यक्ति बच निकला।

लार्ड हार्डिंग पर बम वास्तव में ही ब्रिटिश सत्ता को एक चुनौती थी। वह इस बात की घोषणा थी कि 1857 की चिंगारी बुझी नहीं, तात्यां टोपे और महारानी लक्ष्मीबाई का बलिदान व्यर्थ नहीं गया और सरकार की सी.आई.डी. एंडी-चोटी का जोर लगा कर देख के चप्पे-चप्पे को छान कर भी अपराधियों को पकड़ नहीं सकी। यह इस बात का प्रमाण था कि बम कांड किन्हीं भावुक मुखों का काम नहीं था, बड़ी कुशलतापूर्वक बनायी और क्रियान्वित की जाने वाली योजना थी। सरकार की तिलमिलाहट स्वाभाविक थी, विशेषकर इस कारण कि उसके बाद भी बमों का सिलसिला चलता रहा।

सरकार का विश्वास था कि इन सबके पीछे रासबिहारी बसु का हाथ है। उनकी गिरफ्तारी के लिए 5,000 रुपये के इनाम की घोषणा का भी कोई लाभ नहीं हुआ। परन्तु उनकी खोज में कलकत्ता की अपर सर्कुलर रोड के एक मकान पर जब छापा मारा गया तो कुछ कागजात मिले, जिसमें मास्टर अमीर चन्द का पत्र-व्यवहार भी था। उनमें एक पत्र अवध बिहारी का भी था जो किसी 'एम.एस.' के द्वारा भेजा गया था। अवध बिहारी से पूछताछ की गयी कि यह 'एम.एस.' कौन है। उन्होंने इतना ही कहा कि वह लाहौर का दीनानाथ है।

बस फिर क्या था, सरकार ने लौहार में जितने दीनानाथ थे सभी को धर दबाया पहले तीन तो निर्दोष थे परन्तु चौथे को जब यातनाएँ दी गयीं तो उसने सरकारी गवाह बनना स्वीकार कर लिया। उसने हार्डिंग बम कांड के विषय में तो निश्चित कुछ न बताया परन्तु लाला हरदयाल द्वारा बनायी गई योजना और उसके मुख्य पात्रों की जानकारी अवश्य दे दी। षड्यंत्र के सभी प्रमुख व्यक्ति पकड़े गये।

19 फरवरी 1914 को पुलिस ने मास्टर जी के मकान की तलाशी ली और उन्हें पकड़ लिया। मुकदमा अक्टूबर तक चलता रहा। मास्टर अमीर चन्द जी, श्री अवध बिहारी, श्री वालमुकन्द, श्री बसन्त कुमार बिस्वास को फाँसी का दंड दिया गया। 8 मई, 1915 को मास्टर अमीर चन्द जी, श्री अवधबिहारी जी व श्री वालमुकन्द जी को दिल्ली डिस्ट्रिक्ट जेल में व 10 मई 1915 को श्री बसन्तकुमार बिस्वास को अम्बाला जेल में फाँसी दी गई।

वे सच्चे देश-भक्त थे और उनके जैसा सत्यवादी दिल्ली में आज तक नहीं हुआ। उन्होंने मरना अच्छा समझा लेकिन झूठ नहीं बोले। फाँसी पर चढ़ते समय भी देश-भक्ति का नाम नहीं भूले। जो व्यक्ति उन्हें फाँसी देने आये थे उनसे कहा "ऐ भारतीयों! देश के लिए मरना और देश के लिए जीना, देश पर न्योछावर हो जाना यह अनिवार्य और अति आवश्यक है। तुम अपने देश और देश के भाइयों को हरगिज़ नहीं भूलना मैं कहता हूँ कि मैं निर्दोष हूँ। मेरा दोष केवल इतना ही है कि मैं अपने देश और जाति से प्रेम अपने दिल में रखता हूँ और भविष्य में रखूँगा।"

शहीदों की चिताओं पर लगेंगे हर बरस मेले,
वतन पर मरने वालों का यही बाकी निशान होगा।

लेखक

लाला बिशन स्वरूप

कोल मरचेन्ट, फतेहपुरी, दिल्ली

8-4-1962

विद्या विवादाय, धनं मदाय, शक्ति परेषाँ परपीडनाय
खलस्य साधोः विपरीतमेतद् ज्ञानाय, दानाय, च रक्षणाय

जो शहीद हुए है उनकी जरा याद करो कुर्बानी

जो शहीद हुए हैं उनकी जरा याद करो कुर्बानी
ऐ मेरे वतन के लोगों, तुम खूब लगाओ नारा
ये शुभ दिन है हम सब का, लहरालो तिरंगा प्यारा
पर मत भूलो सीमा पर, वीरों ने प्राण गँवाए
कुछ याद उन्हें भी कर लो, जो लौट कर घर न आए
ऐ मेरे वतन के लोगों, जरा आँख में भर लो पानी
जो शहीद हुए हैं उनकी जरा याद करो कुर्बानी ॥

जब घायल हुआ हिमालय, खतरे में पड़ी आजादी
जब तक थी साँस लड़े बस, फिर अपनी लाश बिछा दी
हो गए वतन पर निछावर, वो वीर थे कितने गुमानी
जो शहीद हुए हैं उनकी जरा याद करो कुर्बानी ॥

जब देश में थी दीवाली, वो खेल रहे थे होली
जब हम बैठे थे घरों में, वो झेल रहे थे गोली
थे धन्य जवान वो अपने, थी धन्य वो उनकी जवानी
जो शहीद हुए हैं उनकी जरा याद करो कुर्बानी ॥

शेरों की तरह झपटे थे, भारत के बहादुर बेटे
इस मुल्क की लाज बचाके, मर गए बर्फ पर लेटे
संगीन पर धरकर माथा, सो गये वीर बलिदानी
जो शहीद हुए हैं उनकी जरा याद करो कुर्बानी ॥

कोई सिख कोई जाट मराठा, कोई गोरखा कोई मदरासी
सरहद पर मरने वाला, हर वीर था भारतवासी
जो खून गिरा पर्वत पर, वह खून था हिंदुस्तानी
जो शहीद हुए हैं उनकी जरा याद करो कुर्बानी ॥

थी खून से लथपथ काया, फिर गिर गये होश गँवा के
जब अन्त समय आया तो, कह गए कि हम मरते हैं
खुश रहना ऐ देश के प्यारो, अब हम तो सफर करते हैं
तस्वीर नयन में खींचो, क्या लोग थे वे अभिमानी
जो शहीद हुए हैं उनकी जरा याद करो कुर्बानी ॥



महाभारत कथालोक

डॉ ऊषा अग्रवाल

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मनोभाव दृष्टता सदैव दुःखदायी होती है और उसके दुष्परिणाम जनव्यापी होते हैं। वंश-परिवार-राष्ट्र भ्रष्ट आचरण से तहस-नहस हो जाते हैं। इसके अतिरिक्त अच्छे-बुरे सभी कर्मों का देर-सवेर फल भोगना ही पड़ता है *अवश्यमेव भोक्तव्यम् कृतं कर्म शुभाशुभम्*। यह प्रकृति का अटल सिद्धान्त है कि नीम बोंकर आम पाने की लालसा नहीं कर सकता व्यक्ति। कर्म ही मर्म है सुख-दुःख का।

केवल कर्म से ही अपना भावी जीवन बनाया या बिगाड़ा जा सकता है। कर्म-पुरुषार्थ से ही भाग्य, सुख-दुःख, स्वर्ग-नरक की कल्पना की जा सकती है। आज का पुरुषार्थ ही कल-भविष्य का भाग्य है, पुरुषार्थ पर ही भाग्य निर्भर करता है।

स्वयं को कर्म का हेतु मानते हुए कर्मफल की कामना न करें। साथ ही जीवन यात्रा निर्वाह के लिए कर्तव्य पालन नित्य-निरन्तर करें।

जो सब का हितकर काम-बात हो वहीं जीवन-ध्येय हो।

विस्तृत विषय-सूची

श्री गणेशाय नमः • वंशावली • कच और देवयानी • देवयानी का विवाह • ययाति का बुढ़ापा

आदि पर्व गंगा से शान्तनु का विवाह प्रस्ताव • सत्यवती से शान्तनु का विवाह प्रस्ताव • भीष्म प्रतिज्ञा • अम्बा और भीष्म • सत्यावती के नियोगज पौत्र • धृतराष्ट्र का विवाह • कुन्ती एवं कर्णोत्पत्ति • पाण्डु का कुन्ती से विवाह • पाण्डु का माद्री से विवाह • पाण्डु का आनन्द व मनोरंजन • पाण्डु के पाँच दिव्य पुत्र • गान्धारी को सौ पुत्र प्राप्ति • विशेष वर्ण्य विषय • पाण्डु की मृत्यु • माही द्वारा भी देहत्याग • पाण्डु-माद्री का दाह संस्कार • पाण्डवों-कौरवों का साथ-साथ संवर्धन • भीम को मारने का कुचक्र • द्रोणाचार्य • द्रोण की द्रुपद से शत्रुता • राजकुमारों का द्रोण से परिचय • द्रुपद से द्रोण का प्रतिशोध • एकलव्य की गुरु भक्ति • द्रोण द्वारा शिष्य परीक्षा • कर्ण का परीक्षा मण्डप में प्रवेश • कर्ण की दानवीरता • कर्ण का परशुराम से अस्त्र विद्या सीखना • लाख का घर • दुर्योधन की ईर्ष्या का कारण • धृतराष्ट्र को दुर्योधन द्वारा भड़काना • धूर्त कणिक की कूटनीति • पाण्डवों का वारणावत के लिए प्रस्थान • लाक्षागृह में आग और पाण्डवों का निकल भागना • भीम द्वारा हिडिम्ब वध एवं हिडिम्बी से विवाह • पाण्डवों का एक चक्रानगरी में वास • बकासुर वध • चित्ररथ गन्धर्व विजय • द्रौपदी स्वयंवर और पाण्डवों को राज्य प्राप्ति • इन्द्रप्रस्थ-खाण्डवप्रस्थ • क्या

अर्जुन बहुपत्नीक थे • विशेष विचारणीय विषय • आदि पर्व समीक्षा।

सभा पर्व राजसूय यज्ञ के लिए विचार विमर्श • जरासंध वध • अग्रपूजा और शिशुपाल वध • पाण्डवों से द्यूत क्रीड़ा का प्रस्ताव • द्यूत क्रीड़ा के लिए निमंत्रण • द्रौपदी का अपमान • द्रौपदी की गर्जना • द्रौपदी को धृतराष्ट्र द्वारा वरदान • पुनः षड्यन्त्र प्रनः द्यूत क्रीड़ा • पर्व समीक्षा।

वन पर्व विदुर का वनगमन और प्रत्यागमन • द्रौपदी युधिष्ठिर संवाद • अर्जुन का आदर्श चरित्र • अर्जुन का प्रत्यागमन • दुर्योधन को गन्धर्वों से छुड़ाना • जयद्रथ द्वारा द्रौपदी का हरण • विषय विवेचन • मायावी सरोवर रक्षक यक्ष-युधिष्ठिर संवाद।

विराट पर्व अज्ञातवास की गुप्त मंत्रणा • कीचक वध • विराट की रक्षा • राजकुमार उत्तर • प्रतिज्ञा पूर्ति • विराट का भ्रम • पर्व समीक्षा।

उद्योग पर्व वर्ण्य विषय • विराट की सभा में राज्य प्राप्ति का विचार • श्री कृष्ण से सहयोग • पार्थ-सारथी श्री कृष्ण • मामा विपक्ष में • शल्य की अपरिपक्वता • राजदूत संजय • विदुरनीति • कौरव सभा में विचार • सुई की नोक जितनी भी भूमि नहीं दूँगा • शान्तिदूत श्री कृष्ण • कुन्ती की कर्ण के प्रति ममता जागी • दोनों पक्षों में सेनापतियों की नियुक्तियाँ • बलराम की युद्ध में तटस्थता • युद्ध से पूर्व कौरव पक्ष में आन्तरिक कलह • पर्व समीक्षा।

भीष्म पर्व वर्ण्य विषय • युद्ध के नियम-शर्तें • अर्जुन को कर्तव्य प्रेरणा • संजय की दिय दृष्टि • भीष्म द्रोणादि से अनुमति एवं आशीर्वाद • पहले दिन का युद्ध • दूसरे दिन का युद्ध • तीसरे दिन का युद्ध • चौथे दिन का युद्ध • पाँचवें दिन का युद्ध • छठे दिन का युद्ध • सातवें दिन का युद्ध • आठवें दिन का युद्ध • नवम दिन का युद्ध • दशम दिन का युद्ध और भीष्म वध का यत्न • भीष्म पितामह और कर्ण • पर्व समीक्षा।

द्रोण पर्व वर्ण्य विषय • सेनापति द्रोण • दुर्योधन का कुचक्र • ग्यारहवें दिन का युद्ध • बारहवें दिन का युद्ध • वीर अभिमन्यु • अभिमन्यु का वध • पुत्र शोक • घटोत्कच वध • भूरिश्रवा का वध • सिन्धुराज वृद्धक्षत्र-जयद्रथ वध • द्रोण वध • विषय विश्लेषण।



कर्ण पर्व वर्ण्य विषय • कर्ण सेनापति • शल्य को कर्ण का सारथी नियुक्त किया जाना • युधिष्ठिर और अर्जुन में विवाद • कर्ण वध • विषय विश्लेषण।

शल्य पर्व विषय वस्तु • कृपाचार्य द्वारा सन्धि प्रस्ताव • दुर्योधन द्वारा सन्धि को अस्वीकार करना • शल्य को सेनापति बनाना • युधिष्ठिर द्वारा अल्यवध • संजय बन्दी और पुनः मुक्त • सहदेव द्वारा शकुनि पुत्र एवं शकुनि वध • दुर्योधन का सरोवर में प्रवेश • युधिष्ठिर-दुर्योधन संवाद • दुर्योधन का किसी एक पाण्डव से युद्ध का आह्वान • युधिष्ठिर को फटकार • दुर्योधन-भीम का गदा युद्ध • दुर्योधन का वध • बलराम का कुपित होना • कृष्ण-दुर्योधन संवाद • श्रीकृष्ण का हस्तिनापुर गमन • अश्वत्थामा सेनापति • विषय विवेचन।

सौप्तिक पर्व वर्ण्य विषय • अश्वत्थामा का क्रूर संकल्प • सोते हुएों का वध • दुर्योधन का प्राण त्याग • पाण्डव दल में शोक • पर्व सन्देश।

स्त्री पर्व कैसे कौन किसे सान्त्वना दे • विशेष सन्देश • प्रत्येक कर्म का परिणाम-प्रतिफल अवश्य होता है • मानव शरीर क्षणभंगुर है • भवबन्धन से स्वयं को कैसे मुक्त करें।

शान्ति पर्व वर्ण्य विषय • युधिष्ठिर के शोक का निवारण • भीष्म के पास जाना और शंकाओं का समाधान • राजधर्म • वर्णाश्रम धर्म व्यवस्था • राजा का महत्व • दण्ड व्यवस्था • पुरोहित एवं उसके गुण • दक्षिणा का महत्व एवं तप का यथार्थ • तप का महत्व • मन्त्री-सेनापति के गुण • राजा के नित्यकर्म • माता की सेवा तथा ईश्वर भक्ति • कूटनीति • पति-पत्नी का महत्व • पाप का कारण लोभ • दम और तप का महत्व • सत्य का महत्व • दुर्जन और सज्जन • ब्रह्म प्राप्ति • कर-हाथों की प्रशंसा • कर्म फल • आश्रम धर्म • यज्ञों में पशुहिंसा का अभाव • ब्रह्मप्राप्ति के साधन • सन्यास धर्म • श्रेय मार्ग • यथार्थ सुख-मोक्ष • पराशर गीता-कर्मफल • हंस गीता • नारद शुकदेव संवाद • विविध विषय।

अनुशासन पर्व वर्ण्य विषय • सान्त्वना, स्वामी भक्ति एवं दयालुता • पुरुषार्थ और भाग्य • कर्मफल व्यवस्था • लक्ष्मी का निवास • कृतघ्नता और त्रिविधपाप • नरक एवं स्वर्ग गमन • दान की पात्रता • विवाह एवं नारी सम्मान • तप और पुण्य कर्म • सत्य-संयम-सेवादि का महत्व • गृहस्थ धर्म • सदाचार और दुराचार • भ्रातृ-व्यवहार और तीर्थ • मांसाहार और अहिंसा • स्वर्ग प्राप्त्यर्थक कर्म • तीन प्रमाण और वृद्ध सम्मान • हस्तिनापुर में प्रवेश तथा कुरुक्षेत्र आगमन • भीष्म द्वारा देह त्याग • भीष्म का दाह संस्कार • उत्तंक मुनि।

आश्वमेधिक पर्व वर्ण्य विषय • युधिष्ठिर के शोक निवारण हेतु उपदेश • पुनः गीतोपदेश में श्रीकृष्ण की असमर्थता • धनप्राप्ति एवं कृष्ण का पुनरागमन • उत्तरा के बालक को कृष्ण द्वारा पुनर्जीवित करना • बालक नाम और यज्ञ की आज्ञा • अर्जुन द्वारा अश्व का अनुगमन-अनुसरण • अश्वमेध यज्ञ • सेर भर सत्तु।

आश्रमवासिक पर्व वर्ण्य विषय • धृतराष्ट्र और गान्धारी की सेवा • धृतराष्ट्र का वन गमन • धृतराष्ट्र द्वारा युधिष्ठिर को उपदेश • वन में प्रस्थान • शतयूप के आश्रम में निवास • युधिष्ठिर द्वारा कुशान क्षेम पूछने जाना • धृतराष्ट्र की मृत्यु।

मौसल पर्व वासुदेव के अनन्तर वसुदेव।

महाप्रस्थानिक पर्व वर्ण्य विषय • पाण्डवों का महाप्रस्थान।

स्वर्गारोहण पर्व वर्ण्य विषय • स्वर्ग में युधिष्ठिर का प्रवेश एवं वार्तालाप • इन्द्र और धर्म द्वारा सान्त्वना • जनमेजय का नागयज्ञ। शुभ

महाभारत की महिमा

महाभारतकथालोक वैशिष्ट्य

परिशिष्ट

*Education is not just about going to school and getting a degree.
It's about widening your knowledge and absorbing the truth about life.*

*Education is the most powerful weapon
which you can use to change the world.*

Don't Quit

When things go wrong, as they sometimes will,
When the road you're trudging seems all up hill,
When the funds are low and the debts are high,
And you want to smile, but you have to sigh,
When care is pressing you down a bit,
Rest, if you must – but don't you quit.

Life is queer with it's twists and turns,
As everyone of us sometimes learns,
And many a failure turns about
When he might have won had he stuck it out,
Don't give up, though the pace seems slow,
You might succeed with another blow.

Often the goal is nearer than
it seems to a faint and faltering man,
Often the struggler has given up
When he might have captured the victor's cup.
And he learned too late, when the night slipped down,
How close he was to the golden crown.

Success is failure turned inside out,
The silver tint of the clouds of doubt,
And you never can tell how close you are,
it may be near when it seems afar,
So stick to the fight when you're hardest hit,
It's when things seem worst that you mustn't quit.

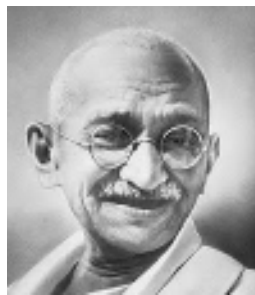
सार्थक जीवन

मान-सम्मान समान सुगन्ध वरसाकर खिला मुसकाया पुष्पगुच्छ सा धीमान् चढ़े देव-शीश पर कि वन में
मुरझाए क्यों नियति यह वियति से पाई?

तीन शती तक तना रहा जो हुआ शुष्क, गन्ध-प्रसून सन सा ॥
वृहदाकार वृक्ष सम मानव ने सम्पूर्ण श्रेष्ठता पाई क्या ?

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Mahatma Devesh Bhikshu

Second Edn.

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ISBN 81-7014-835-9 (TC-757) ₹ 160.00

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Book Review

For over half a century, Dale Carnegie and Napoleon Hill dominated the world of "quick ways to succeed". Dale Carnegie's "How to Win Friends and Influence people" ran into several editions. Napoleon Hill's books spelt success for millions.

During the last five years, a band of young writers in the West has taken over this field. They are Edward De Bono, Stephen Covey, and Deepak Chopra. Their books indicate the formula for success stressing values, family relationship, and communication.

Of course, these books are primarily based on experience of the western world and it is only to be expected that their impact would be felt on thinking in India too. The book under review is one of the fruits of such thinking. The author is Mahatma Devesh Bhikshu.

The book is a guide for men and women in their struggle for material and spiritual advancement and success. According to our religious books, a perfect person is one who is endowed with sixteen sterling qualities. The author has devoted one chapter to each of these qualities. The qualities are Definite Aim, Self-confidence, Initiative, Imagination, Enthusiasm, Concentration, Cooperation, Tolerance, Love for Work, Service and Sacrifice, Courage and Dignity, Love for Environment, Frugality, Organised Effort, Character and Success.

The book is replete with ancient wisdom and Bhikshu as a complete grasp of the Vedas, Itihasas, Puranas as also the works of modern Spiritual Gurus. Each chapter dealing with a single idea is well rounded with cogent analysis, appropriate stories and apt quotes from Bhagavad Gita, Ramayana, Mahabharata as also extracts from Kalidasa, Bhartrihari and Tulsidas. The author's style of writing is simple and direct and he scrupulously avoids quibbling.

Any serious aspirant to success should read this book, not once but several times as it adumbrates the steps to success he must take. Total commitment, sincerity of purpose, hard work and a passion to serve humanity are the basic desiderata for success and one learns from this book how to master these virtues.

The volume is warmly commended to students, teachers, managers, bankers, and captains of industry. It serves as a good sign post to the "World of Success".

BOOK REVIEW published in *IBA Bulletin*, Oct., 2001

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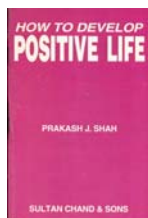
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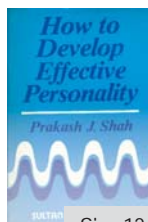
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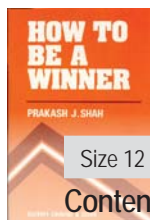
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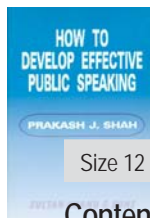
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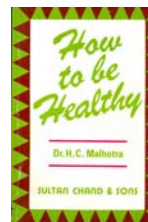
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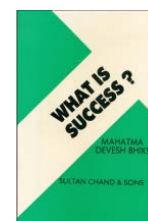
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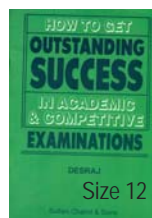
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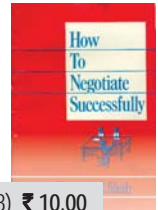
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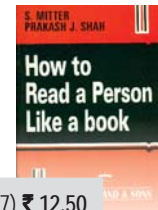
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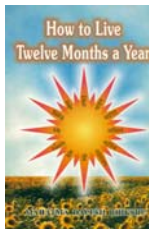
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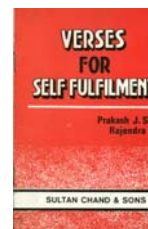
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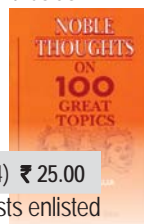
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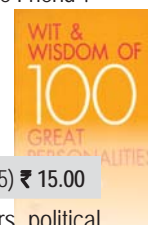
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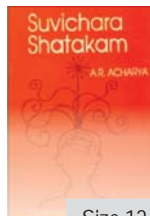
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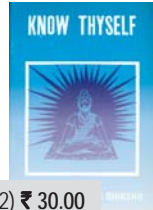
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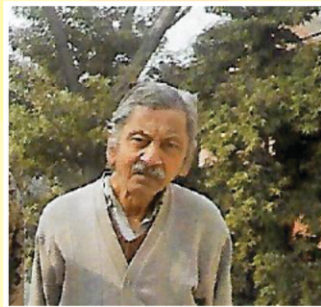
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