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# REVAMPING OF ACADEMIC LIBRARIES FOR NEW GENERATION VOL - I

- 
- (I) Library and Library Profession  
(II) Library Services and Utility
- 

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- I
- C
- F
- A
- C
- S





Soft Skill .....	71	E-Resources	- Dr. H.
Academic Integrity and Role of Academic Community including Librarians to Practice Academic Integrity	75	Social Netw	- Mr. K.
Green Library : Need of Contemporary World	80	Library 2.0 i	- Prof. J.
Cloud Computing .....	83	A Model Pla	- Dr. Vj
Soft Skill .....	86	Use of Socia and Science	- Rahul
Libraries and Information Centers and Their Role in Socio-Economic, Education and Research Development : An Overview	88	Leadership	- Dr. G.
Skills Required for the Library Professionals in the Digital Era	91	Institutional	- Mr. F.
The Importance of Soft Skills for Effective Library Management	94	Impact of So	- Anil V.
Essence of Librarianship	96	Reading in / Shri Shivaji	- Dr. Ya
Skill Requirement of LIS Professionals in The Modern Era	98	Impact of So	- Priti G.
Role of Academic Libraries Teaching and Learning Process	101	Marketing S	- Shrip.
Library Profession .....	105	Traditional I	Dr. Babasa
Need of Soft Skills for Library Professionals	107	Best Practic	- Anita J.
Role of Librarian in 21st Century	110	Information	- Mr. S.
Study the Role of Library in Teaching and Learning Process	113	Electronic C	- Mr. U.
Digital Library .....	116	Use of E-Res	- Jitend.
Role of Research .....	118	The Utilizati	Utilize in En
ains Library: A Sustainable Library			- Shri. J.
<b>(II) Library Services and Utility</b>			
Cloud Based Library Services for 21st Century Libraries	122	Plagiarism C	: Impact on I
Use of Social Media by the Students of SSBT's College of Engineering & Technology, Bambhori, Jalgaon	125	Use of What	Raver, Dist..
YouTube Vlogging : Promoting Knowledge Resource Centre	129	Best Practic	- Dr. M.
Users' Anxiety and Utilization of Library Resources : A Study	133	Open Access	- Mr. N.
		Reading Int	- Miss. .

  
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# Role of Research

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## Introduction

Research in common parlance refers to a search for knowledge. One can also define research as a logical and systematic search for pertinent information on a specific topic in fact, research is an art of scientific investigation.

## Definition of Research

A dictionary definition of research is a careful investigation or inquiry especially through search for facts in any branch of knowledge.

Some people consider research as a movement from the known to the unknown.

Research is an academic activity and as such the term should be used in a technical sense. According to Woodworth, Research comprises defining and redefining problems, formulating hypotheses or solutions; collecting, organizing and evaluating data making deductions and reaching conclusions, and at last carefully testing the conclusions to determine whether they fit the formulation. **D. Slesinger and M. Stephenson in the Encyclopedia of Social Sciences Define** research as manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or modify knowledge, whether that knowledge aids in construction of theory or the practice of an art.

## Objectives of Research

The purpose of Research is to discover answers to questions through the application of scientific methods. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet.

To gain familiarity with a phenomenon or to achieve new insights into it.

To portray accurately the characteristics of a particular individual, situation or a group.

To determine the frequency with which something occurs or with which it is associated with something else.

To test a hypothesis of a causal relationship between variables.

## Types of Research

The basic types of research are as follows.

### Descriptive Vs. Analytical Research

Descriptive research includes surveys and fact-finding enquiries of different kinds.

The major purpose of descriptive research is description of the state of affairs as it exists at present. In science and business research we quite often use the term Ex post facto research for descriptive studies. The methods of research utilized in descriptive research are survey methods of all kinds, comparative and correlational methods. In analytical research, on the other hand, the researcher collects facts or information already available and analyzes these to make a critical evaluation of the


### Applied Vs. Fundamental Research

Applied research aims at finding a solution for an immediate problem facing a society or a Business organization, whereas fundamental research is mainly concerned with generalizations and the formulation of a theory. Research concerning some natural phenomenon or relating to pure sciences are examples of fundamental research similarly, research studies, concerning human behavior with a view to make generalizations about human behavior, are also examples of fundamental research. Research to identify social, economic or political trends that may affect a particular institution, evaluation research are examples of applied research.

### Quantitative Vs. Qualitative Research

Quantitative research is based on the quantitative measurements of some characteristics. It is concerned with phenomena that can be expressed in terms of quantities. Qualitative research on the other hand is concerned with qualitative phenomenon. Phenomena relating to or involving quality or kind. We talk of motivation Research an important type of qualitative research. Qualitative research is important in the behavioral sciences where the aim is to discover the underlying motives of behavior.

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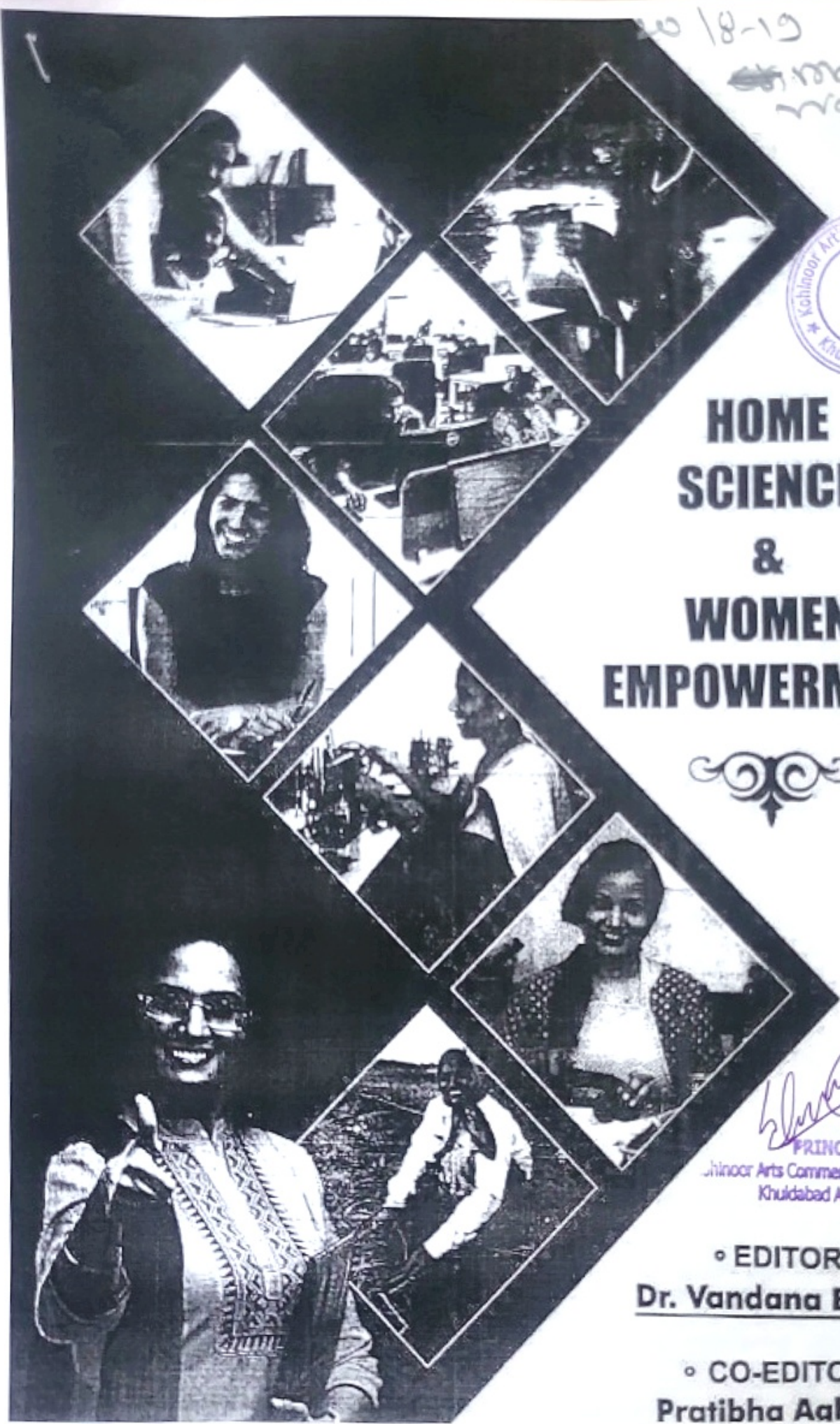


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## 18. Rural Women Entrepreneurship Development and Self Help Groups



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### ABSTRACT

*Women Entrepreneurs play an important role in present economy and a large number of micro enterprises in developing countries are undertaken by women. Rural women frequently have their primary responsibility as agricultural production, in addition to domestic responsibilities and childcare. In developing countries like India where economic status of women is very pathetic especially in rural areas and opportunities of earning are very less in this scenario. The Self Help Groups (SHGs) have paved the way for economic independence of rural women. This paper reviews concisely the literature in this field and addresses in particular opportunities and challenges faced by women entrepreneurs in rural areas. It examined the impact on women empowerment through micro entrepreneurship development and SHGs.*

**Key Words:** Empowerment, micro enterprise, rural entrepreneurship, self help groups, women entrepreneur.

### Introduction

Entrepreneurship is an innovative and dynamic process, whereby, a new enterprise is created. Entrepreneur is a catalytic agent of change, which generates employment opportunities for others. The emergence of entrepreneurs in a society depends to a great extent on the economic, social, religious, cultural and psychological factor prevailing in the society. Entrepreneurship amongst women is a recent phenomenon. When an enterprise is established and controlled by a woman, it not only boosts economic growth, but also has many desirable outcomes.

First prime minister of India Jawaharlal Nehru has remarked "when a woman moves forward, the family moves, the village moves and the nation moves." It is estimated that presently women entrepreneurs comprise about 10 percent of the total entrepreneurs in India and this percentage is growing every year.

If prevailing trends continue, it is not unlikely that in another five years, women will comprise about 20 percentage of the entrepreneurial force in India. Sidhu and Kaur (2006) revealed that entrepreneurship is the only solution for the growing employment among rural youth. It helps to generate employment for number of people within their own social system. This is more beneficial for women in rural areas as it enables them to add to the family income while taking care of their farm, home and livestock centered tasks.

Women entrepreneurs' play an important role in local economies, and a large percentage of micro-enterprises in developing countries are

undertaken by women. Increasingly women in urban and rural areas are successfully turning to self-generated employment in small-scale enterprise activities in the informal sector to support their households. Rural women frequently have primary responsibility for agricultural production, in addition to domestic responsibilities and childcare. In many countries, women are the majority of workers in nonstandard work, such as temporary, casual, multiple part time, contract and home-based activities. SHG is promoting micro enterprise through micro-credit intervention.

### Women Entrepreneurship in India

India is a land of enterprises, where almost 70 percent of the population is still self-employed and some place this estimate as high as 80 percent. The concept of "Women entrepreneurship" is becoming a global phenomenon and in India it became prominent in the latter half of the eighties.

An entrepreneur is a person who is able to scan the environment, marshal resources and implement actions to bring into existence a commercial venture, which can initiate and establish large, medium or small enterprises. The concept of women entrepreneurship is multidisciplinary in nature embodying economic, psychological, social, cultural and political as well as environmental characteristics.

According to Khanka (2000), a women entrepreneur is a confident, innovative and creative woman capable of achieving economic independence individually or in collaboration, generates employment opportunities for others through initiating establishing and running an

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### Eco-Friendly Synthesis of Multi-Component Reactions

Organic synthesis involving less environmentally unfriendly processes and under solvent-free conditions has been investigated worldwide due to stringent environment and economic regulations. The characteristic aspect of MCRs is that the final products contain almost all portions of substrates, generating almost no by-products. That makes MCRs an extremely ideal and eco-friendly reaction system. Target molecule can be obtained in one pot with much fewer steps. Therefore, MCRs have been paid much attention in various research fields, such as discovery of lead compounds in medicinal chemistry or contributinal chemistry. The increasing requirement for environmentally clean technology that minimizes the production of waste at source. Ultrasound may offer cleaner reactions by improving product yields and selectivities, enhancing product recovery and quality through application to crystallization and other product recovery and purification processes. Recently, mechanochemistry came into attention for the synthesis of organic molecules because of its several "green chemistry" advantages. Reaction are run without solvents, Reduced energy requirements, Little pollution and Low cost.

About Author: Dr. Kirti Sadhurarao Niralwad is Assistant Professor and Head Dept. of Chemistry in the Nutan Mahavidyalaya, Selu, Maharashtra. She received her Ph.D. in Chemistry from Dr. B.A.M. University, Aurangabad. She has published 03 International Books and 24 research papers. She is Editor Board Member on different International Journals.



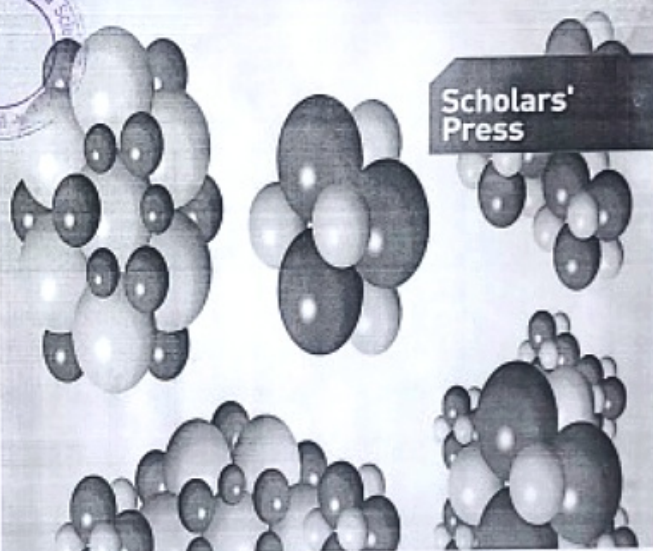
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## INDEX

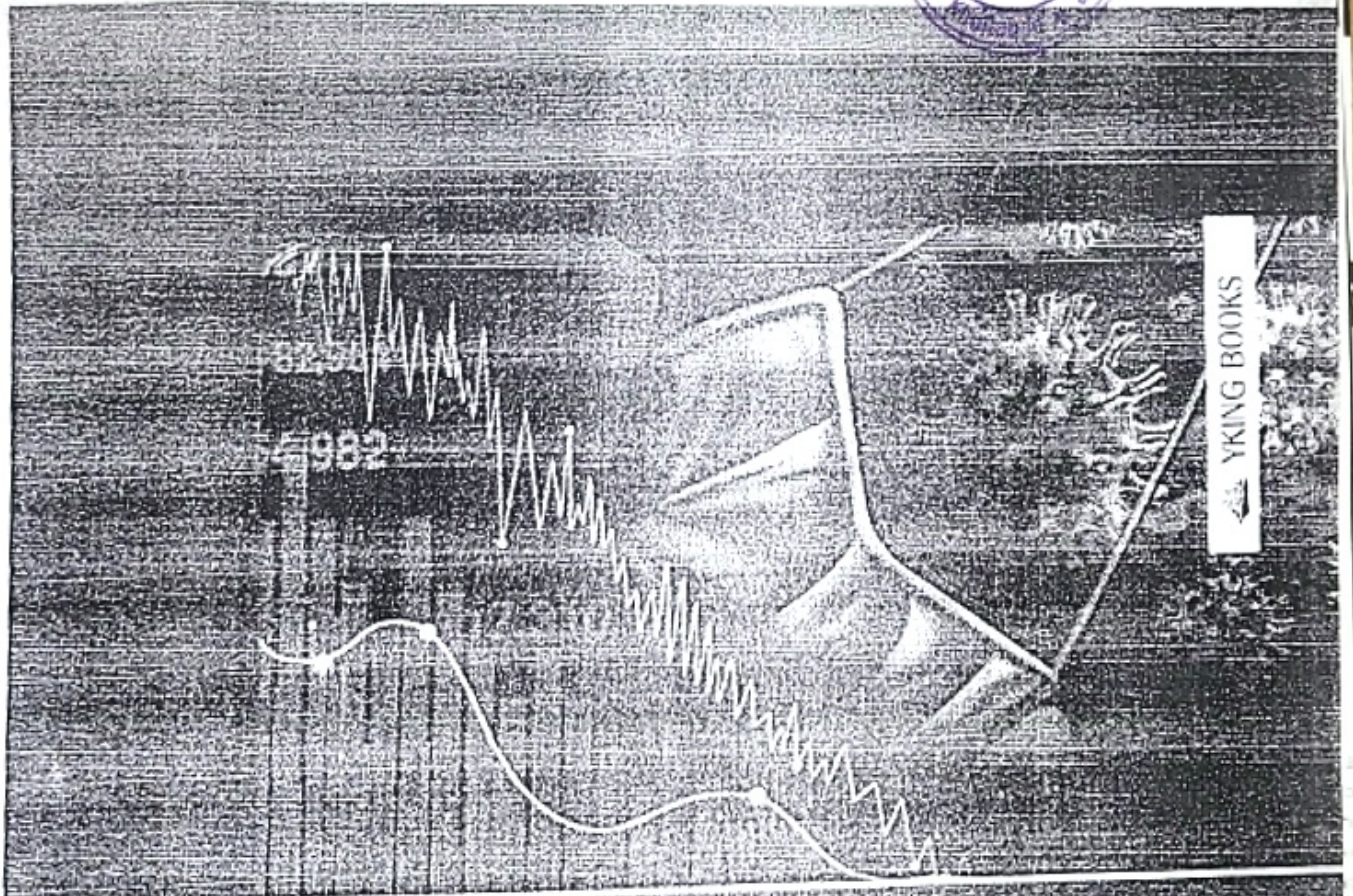


Chapter No.	Title	Page No.
I	General Introduction	1-14
II	Synthesis of $\alpha$ -aminophosphonates using 1-hexanesulphonic acid sodium salt	15-32
III	One-pot three-component synthesis of octahydroquinazolinone derivatives using an acidic ionic liquid [tbmim]Cl <sub>2</sub> /AlCl <sub>3</sub>	33-47
IV	One-pot three component synthesis of 4H-benzo[b]pyran derivatives using sodium hypochlorite (NaOCl)	48-62
V	Eco-friendly methodology for the synthesis of 2,4,5-triaryl-1H-imidazoles using NH <sub>4</sub> VO <sub>3</sub> as a catalyst	63-80
VI	References	81-96

  
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Book Chapter



# COVID-19:

A MODERN DEVIL

DR. JAY BAGUJ

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(xii)

35. Various Effects of Lockdown Due to Corona Virus in India 222  
—Shabana Usmanbhai Langa
36. Impact of COVID-19 on Indian Culture/Sub-continent 228  
—Shreya M. Ghosh
37. Effect of Amphan Cyclone in West Bengal 238  
—Supriyo Halder
38. COVID-19 Pandemic and Epidemic Diseases Act, 1897 with  
Special Reference to Right to Health in India: An Overview 247  
—Sandip Balasaheb Satbhai
39. The Epidemic Diseases Act, 1897: An Analysis 255  
—Mr. Ahire Bhushan Vasant
40. COVID-19 and Indian Constitution 269  
—Ms. Bhawana D. Valvi
41. Effect of COVID-19 Pandemic on Human Life: An Overview 274  
—G.K. Patil
42. Critical Study of Women's College Libraries in COVID-19  
Period in India with Special Reference to the Maharashtra 281  
—Dr. Bhagwan Rambhau Doke
43. Role of E-Commerce in COVID-19 Pandemic 292  
—Dr. Kotgire Manisha Arvind
44. The Epidemic Diseases Act, 1897 in COVID-19:  
With Special Reference to Right to Privacy 298  
—Mrs. Jyosna Bhausaheb Dighe
45. Lockdown and Fundamental Rights in India 302  
—Shabana Usmanbhai Langa
- Our Contributors 308



  
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## Role of E-Commerce in COVID-19 Pandemic

Dr. Kotgire Mansita Ramani

### Abstract

The purpose of this research is the role of e-commerce in Consumer in online research (Covid-19). Before the epidemic, there was a clear distinction between online shopping and groceries, whether it was for convenience or for convenience; And for those who need to purchase from physical markets and brick and mortar stores because they are active processes. Consumers who have a direct impact on the e-commerce industry have changed the way they operate and operate. There are many challenges and opportunities as only essential items and essential medical supplies are being provided and people are not willing to buy more than they need.

**Key Words:** Corona virus (Covid-19), E- Commerce

### Objective of Research Paper

1. To Understand Role of E- Commerce.
2. To Understand E- Commerce related Challenges & opportunities.

### Research Methodology

The secondary data was collected from various magazines, newspapers, outlets, news paper. Internet. The primary data is collected through Discussion, Interview of various company.

### Literature Review

WTO WORK IN THE CONTEXT OF THE COVID-19 PANDEMIC  
going e-commerce discussions Work on e-commerce at the WTO  
under a multilateral Work Programme on e-commerce.

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# Entrepreneurship Development



BOOK  
CHAPTER

**Editors**

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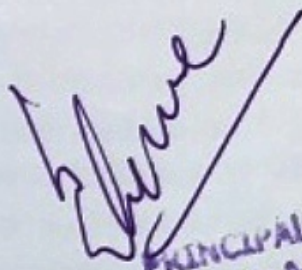
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11.	<b>Functions of Micro, Small and Medium Enterprises in India: An Outline</b> <i>Dr. Harish Kumar Banga and Dr. Raman Kumar</i>	125-138
12.	<b>Digital Education: Moving towards Atmanirbhar Bharat</b> <i>Dr. Dimpal</i>	139-147
13.	<b>A Study on the Impact of Innovations on Entrepreneurship Development in MSMES with Special Reference to Mumbai Suburban Area</b> <i>Dr. Rajesh Rajan Nair and Ms. Athira Rajesh Nair</i>	148-161
14.	<b>Self Help Groups and Women Entrepreneurs</b> <i>Dr. Shilpa M. Sangam</i>	162-176
15.	<b>Entrepreneurialism Enhancement in Farming and Allied Sectors</b> <i>Dr. D. Hema Latha and Mrs. Azmath Mubeen</i>	177-196
16.	<b>Rural Entrepreneurship</b> <i>Dr. Manisha Arvind Kotgire</i>	197-207
17.	<b>Women Entrepreneurs and their Contribution to the Society</b> <i>Mrs. Azmath Mubeen and Dr. D. Rama Krishna Reddy</i>	208-220
	<b>Abbreviations</b>	221-226

  
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## Chapter - 16

# RURAL ENTREPRENEURSHIP

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### ABSTRACT

*Rural industrialization through rural entrepreneurship is viewed as an effective way of accelerating the process of rural development. Entrepreneurship precedes industrialization. Hence, there is need for rural entrepreneurship.*

*The book is therefore, devoted to deal with various aspects of rural entrepreneurship, its meaning, benefits, type, problems and future development of rural entrepreneurship, the role of NGOs & Government in developing rural entrepreneurship in India.*

*→ Rural Entrepreneurship, Rural Industrialization, NGO's Development*

### INTRODUCTION

In simple terms, "entrepreneurship" is the act of becoming an entrepreneur, which is defined as "one", who takes innovation, finance and business skills in an effort to transform innovation into finance objects. The problem is the underlying development of an area of value development in some other places, including problems related to the cooperation of the inferior. For example, unemployment in the villages, which has increased the number of people in the rural areas. Creating industrial and business units in rural sectors is rural Entrepreneurship. This leads to rural industrialization. India has its 70% population in rural sector and development of rural sector is of paramount importance for development of the country. Industries and business organizations in rural areas are mainly related to the local outputs of that area. This is to take advantage of effective life of produce.

A handwritten signature in blue ink, appearing to read "Manisha Arvind".

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