## Content

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Prepared by
VIVA Library Team,
Tel.: 0250-2515278
E-Mail: Library@vivacollege.org
Website: www.vivacollege.org/library.aspx
Library Collection
(As on 30th June 2018)

Total Books: 48389
Periodical: 69
Journals: 41
Magazines: 28
Newspapers: 31
Non-Book Materials
CDs: 252
Maps: 51
E-resource: N-List (consortium) Including 6000+ E-journals & 31,35,000+ E-books.

Institutional Membership of American Library

Library Usage Statistics

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<thead>
<tr>
<th>MONTH</th>
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<th>WALK-IN</th>
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<td>May-18</td>
<td>431</td>
<td>49</td>
<td>2293</td>
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<tr>
<td>Jun-18</td>
<td>422</td>
<td>114</td>
<td>3863</td>
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</table>

![Graph showing usage statistics for April, May, and June]
“International yoga day”

Yoga is considered as unification of mind body and soul the ultimate objective of yoga is peace and harmony among mankind.

To promote peace and harmony 21st June is declared as “International yoga day” on this occasion VIVA College Library celebrated International yoga day and displayed books on yoga, Research article and career opportunities in yoga.
# New Arrival Books

## ACS

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<thead>
<tr>
<th>ACC.NO.</th>
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<td>ACS13428</td>
<td>आता नाही तर केव्हा ...?</td>
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## B.M.M.(ENGLISH)

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# T.B. TEXT BOOK

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<td>Aapla Paryavaran</td>
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<tr>
<td>2.</td>
<td>Economic and Political Weekly</td>
<td>Weekly</td>
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<tr>
<td>3.</td>
<td>Indian Management</td>
<td>Monthly</td>
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<td>4.</td>
<td>Kurukshetra</td>
<td>Monthly</td>
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<tr>
<td>5.</td>
<td>Marathi Vignyan Parishad Patrika</td>
<td>Monthly</td>
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<tr>
<td>6.</td>
<td>National Geographic</td>
<td>Monthly</td>
</tr>
<tr>
<td>7.</td>
<td>Seminar</td>
<td>Monthly</td>
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<tr>
<td>8.</td>
<td>The Economist</td>
<td>Weekly</td>
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<tr>
<td>9.</td>
<td>The IUP Journal of Accounting Research and Audit Practices</td>
<td>Quarterly</td>
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<tr>
<td>10.</td>
<td>The IUP Journal of Applied Economics</td>
<td>Quarterly</td>
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<tr>
<td>11.</td>
<td>The IUP Journal of Applied Finance</td>
<td>Quarterly</td>
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<tr>
<td>12.</td>
<td>The IUP Journal of Bank Management</td>
<td>Quarterly</td>
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<tr>
<td>13.</td>
<td>The IUP Journal of Corporate Governance</td>
<td>Quarterly</td>
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<td>14.</td>
<td>The IUP Journal of Marketing Management</td>
<td>Quarterly</td>
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<td>15.</td>
<td>The IUP Journal of Organizational Behavior</td>
<td>Quarterly</td>
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<tr>
<td>16.</td>
<td>The IUP Journal of Soft Skills</td>
<td>Quarterly</td>
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<td>University News</td>
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पर्यावरण दक्षता मंडळाचा उपक्रम
भाग 94 अंक 11 एप्रिल २०१८

लेख

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- रस्स्वास्थय बृक्स स्थलांतर. लेखक — धनंजय कार्यर पान. नं. 7
- जंक फुलस्था आहारी मेलेले सीगल्स. लेखक — नागेश टेकाळे. पान. नं. 9
- कायदे पर्यावरणाचे. लेखक — प्रवर्तक पाठक पान. नं. 12
- निसर्ग संरक्षण : एक आवाहन. लेखक — श्रृंखला कुलकर्णी पान. नं. 14
- कच्चे रचन. लेखक — अविनाश भगवत पान. नं. 16
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- Plastic Plastic Everywhere. BY Sanjay Joshi Page - 29
- Plastic and We. By Pranoti Joshi Page – 31
- The Micro Engineers. BY Lalita Ashtekar Page – 33
- Power if Sun. BY Shubhada Savant Page – 35

1.1 आपलं पर्यावरण

पर्यावरण दक्षता मंडळाचा उपक्रम
भाग 94 अंक 12 मे २०१८

लेख

- वार्षिक अहवाल
2. **Economic & Political Weekly**

Sameeksha Trust Publication (www.epw.in)                        ISSN: 0012-9976
Vol.- LIII No.- 13            March 31, 2018                      Frequency: Weekly

**Articles**

- Money, banking and finance Introduction. BY Partha Ray Page – 33
- Some Analytics of Demonetization. BY Mihir Rakshit Page – 34
- Monetary Economics of Fascism and a Working class Alternative. BY Romar Correa Page – 43
- Teaching Macroeconomics. BY Rohit Azad Page – 51
- Foreign Finance, Real Exchange Rate, and macroeconomic Performance in India. BY Vineet Kohil Page – 69
- Engineering Banking Sector recovery and Growth. BY A Vasudevan Page – 138
- Deciphering Financial Literacy in India. BY Manuela Kristin Gunther Page – 153

2.1 **Economic & Political Weekly**

Sameeksha Trust Publication (www.epw.in)                        ISSN: 0012-9976
Vol.- LIII No.- 14            April 7, 2018.                       Frequency: Weekly

**Articles**

- Public Expenditure, Governance and Human Development : The Case of Madhya Pradesh. BY N R Bhanumurthy Page – 36
- Corporate Social Responsibility Rules in India : An Assessment. BY Sangeeta Bansal Page – 44
- Road Traffic Accidents and Injuries in India : High Spending on Hospitalized Treatment. BY Srinivas Goli Page – 52
2.2 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in) ISSN: 0012-9976
Vol.- LIII No.- 15 April 14, 2018. Frequency: Weekly

Articles

- Legal Status and Deprivation in Urban Slums over two Decades. BY Laura B Nolan Page – 47
- Discrepancies between Flow of Funds Accounts and National Accounts Statistics. BY K G K Subba Rao Page – 56
- Changing India’s Urban and Economic Landscape. BY Romi Khosla Page - 64

2.3 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in) ISSN: 0012-9976
Vol.- LIII No.- 16 April 21, 2018. Frequency: Weekly

Articles


2.4 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in) ISSN: 0012-9976
Vol.- LIII No.- 17 April 28, 2018. Frequency: Weekly

Articles

- Index of Industrial Production : Coincident Indicators and Forecasting. BY Manoj Pant Page – 97
- Scrutinizing the Hindu method of Tribal Absorption. BY Abhijit Guha
2.5 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in)  
ISSN: 0012-9976  
Vol.- LIII No.- 18  
May 05, 2018.  
Frequency: Weekly

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- From the Linear Model to Incremental Innovation Research and industry in India. BY Nasir Tyabji Page – 43
- EWS Beds in Delhi: Private Profiteering on Public Sufferings. BY Siddheshwar Shukla Page – 53

2.6 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in)  
ISSN: 0012-9976  
Vol.- LIII No.- 19  
May 12, 2018.  
Frequency: Weekly

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- Pesticide Usage by Cotton Farmers in India: Changes over a Decade. BY Thiagu Ranganathan Page – 43
- Tribal land, Customary Law and the Manipur Land Revenue and Land Reforms Act. BY Richard Kamei Page – 52

2.7 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in)  
ISSN: 0012-9976  
Vol.- LIII No.- 20  
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Frequency: Weekly

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- Infrastructure and Fiscal Management. BY Narayana Delampady Page – 44
- Price Deficiency Payments and Minimum Support Prices: A Study of Selected Crops in India. BY T Haque Page – 53
- Rohtang Tunnel and its Consequences in LA haul and Spiti. BY Vijay K Bodh Page – 61
2.8 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in)  ISSN: 0012-9976
Vol.- LIII  No.- 21  May 26, 2018.  Frequency: Weekly

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- Making Ash Disappear: Challenges and Opportunities in Fly Ash Utilisation. BY Mohd Sahil Ali Page – 43
- Does India Need a Capsule Based Quota in Cricket Drawing Parallels from South Africa. BY Gaurav Bhawnani, Page – 50
- Spatio temporal Variations of Crop Diversification: A Block – level Study in West Bengal. BY Raj Kumar Kundu Page - 58

2.9 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in)  ISSN: 0012-9976
Vol.- LIII  No.- 22  June 2, 2018.  Frequency: Weekly

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- Cattle, Milk and Women’s Labour : The Politics of Contemporary Dairying in Gujarat. BY Dolly Daftary  Page – 43
- Prices of Patented Medicines in India : To Regulate or Not to Regulate. BY Sharmila Mary Joseph Page – 51

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Sameeksha Trust Publication (www.epw.in)  ISSN: 0012-9976

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- Determinants and efficiency of Stamp Duty Revenue Collection : Evidence from west Bengal. BY Vivekananda Mukherjee Page – 114
- Women, Leverage and Peasant Revolutionary organizations : The Maoist Organizational Field in Telangana. BY Juhi Tyagi Page - 123
3. Indian Management

A Spenta Multimedia Publication
Vol.- 57 No.- 04 April, 2018 Frequency : Monthly

Articles

- The Mindful Mind: Mindfulness is the way to train and strengthen one’s attention. BY Rasmus Hougaard Page – 12
- Leading With Success: How can leaders surmount problems and be successful. BY Professor John Colley Page – 20
- Listen n’ Lead Everyone wants to lead but nobody wants to listen. BY Cash Nickerson Page – 26
- Lend your Ears: Does your organization have a listening culture. BY Smita Dabholkar Singh Page – 30
- A Stitch in Time: Not having a robust corporate governance policy in place can become a major cause for concern to companies. BY Subir Sen Page – 64
- An Expensive Buy: What are the online customer acquisition challenges and cost’s. BY Mukund Malagi

3.1 Indian Management

A Spenta Multimedia Publication
Vol.- 57 No.- 05 May, 2018 Frequency : Monthly

Articles

- Managing in times of Crisis: A crisis ready culture will ensure you are never caught unawares. BY Howard Ross Page – 12
- Not A Reactive Affair: The heart of crisis management is to ensure continuity. BY K Shankar Page – 16
- Keeping Hostile Bids At Bay: Ignoring the interests of shareholders makes poor business sense. BY John Colley Page – 22
- In Cognitive Realm: Predictive analytics and AI I hold the potential to challenge long held HR beliefs. BY Ketan Dewan Page – 44
3.2 Indian Management

A Spenta Multimedia Publication
Vol.- 57 No.- 06       June , 2018       Frequency : Monthly

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(IT Takes A Journey : Sustainability needs to be perceived more as an opportunity rather than as a problem. BY Otto Scharmer Page – 12)
(Capture the Value : Sustainability and profitability are not mutually exclusive. BY Stephen Kozicki Page – 16)
(Breaking the Mould : Many, today are defining their career paths with focus on job satisfaction more than anything else. BY A P Ramabhadran Page – 44)
(Break the Silos : The Indian Healthcare Sector will Benefit a lot from a synergistic relationship with clinicians and administrators. BY Shibal Bhartiya Page - 89)

4 Kurukshetra

Publications Division
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(Role Of Allied Sector in Rural Development. BY H L Sharma. Page No – 5)
(Allied Sector as Catalyst of Economic Growth. BY M. Chinnadurai. Page No –9)
(Economic Prospects of Dairy Development. BY A K Charavarty. Page No - 14)
(New Dimensions of Blue Revolution .BY Ansuman Das. Page No- 20)
(Organic Farming for Sustainable Environment. BY Deepranjan Sarkar. Page No – 27)
(Apiculture for Rural Livelihood. BY Debjani Dey. Page No- 31)
(Potential of Sericulture. BY Jyothi K K. Page No – 36)
(Operation Greens.BY Anil Kumar Singh. Page No – 39)
(Gobar Dhan : Waste to Wealth. BY K Ganesan . Page No -44)
(Floriculture Initiatives in India.BY K Baby. Page No -54)
(Success Story Rythunestham Foundation : Harbinger of Innovative Agricultural Practicies.BY N Chandrasekharra Rao. Page No – 58)
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Publication s Division
Vol.- 66 No.- 07 May , 2018 Frequency : Monthly

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Publication s Division
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- New Vision for Agriculture. BY Naresh Sirohi. Page No – 28
- Extending Telecom Connectivity to Rural India. BY Archana G.Gulati . Page No- 32
- Empowering Women and Children in India. BY Pawan Kumar Sharma. Page No -35
- India Makes Strides to Tackle Climate Change.BY Dhurjati Mukherjee .Page No -39
- Accelerating Universal Heath Coverage. BY Shashi Rani. Page No – 48
National Geographic

The National Geographic Society (ngm.com)

Vol.: 5    Issue No. 09    April 2018    Frequency: Monthly

**Articles**

- Streets in his name: More than a thousand streets across the world bear Rev. Martin Luther King Jr’s name. How do these roads reflect the civil rights icon’s values and teachings. BY Wendi C. Thomas Page – 32
- Skin Deep: What is race? Science tells us there is no genetic basis for it. Instead it’s largely a made–up label used to define and separate us. BY Elizabeth Kolbert Page – 44
- What Divides us: Human beings are wired at birth to distinguish Us from Them and to favor our own group can science help us bridge the divides. BY David Berreby Page – 60
Dawn of White Minority: The demographic changes rippling across America are fueling anxiety among some whites. BY Michele Norris Page - 90

6.1 National Geographic

The National Geographic Society (ngm.com)
Vol.: 5 Issue No. 10 May 2018 Frequency: Monthly

Articles

The Big Idea: Rid the Science of sexual Harassers They’ve lost their jobs in many fields what about the science BY Kathryn Clancy Page 14

Being Muslim in America An estimated 3.45 million Muslim live in the United States today Among them are immigrants from some 75 different countries Despite a climate often hostile to their presence they’re forming communities building mosques and thriving. BY Leila Fadel Page – 32

The Dinosaurs That Didn’t die survivors of an asteroid strike 66 million years ago begat today’s birds. BY Victoria Jaggard page – 62

Picasso, Genius: The restless brilliance behind his artistry continues to mesmerize us BY Claudia Kalb Page – 82

Shark Frenzy: At Fakarava atoll in French Polynesia each June brings a rare spectacle sa groupers breed and sharks feed. BY Laurent Ballesta Page - 110

6.2 National Geographic

The National Geographic Society
Vol.: 5 Issue No.11 June 2018 Frequency: Monthly

Articles

The Big Idea To Conserve or Hog Resources if society depended on it, would you share or would you be selfish. BY Dylan Selterman Page – 33

A Chance meeting They were studying marine life at closer range than planned. BY David Doubilet Page – 46

Plastics: We make them. We depend on them we’re filling the ocean with we’re incinerated or recycled, a staggering 5.5 billion tons remain taking centuries, or more to break down can we enjoy this miracle material and have a clean environment too? BY Laura Parker Page – 54
Humanlike birds parrots may be too popular for their own good. BY Christine Dell’amore Page – 102
Lost colony what happened on Roanoke island. BY Andrew Lawler Page – 114

7 Seminar

Malvika Singh Publisher (www.india-seminar.com) ISSN: 0971-6742
Vol. - 704 April 2018 Frequency: Monthly

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7.1 Seminar

Malvika Singh Publisher (www.india-seminar.com) ISSN: 0971-6742
Vol. - 705 May 2018 Frequency: Monthly

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Democratic heritage and Heritage based Democracies. BY Peter Bille Larsen Page – 28
When The Monarchs are Gone. BY Kai Weise Page – 32
Heritage Interpretation and Empowerment. BY Sue Hodges Page – 36
Gendered Encounters, Engendered Places. BY Jigna Desai Page – 41
Messy Urbanism : An Ecological perspective. BY Julian Smith Page – 45
Engaging With Nature and Natural Heritage. BY Priyaleen Singh Page – 50
Chandigarh : A Marker on the Landscape of Democracy. BY Sangeeta Bagga Page – 54
Traditional Craft in the urban Conservation Agenda. BY Niyati Jigyasu Page – 59
A People’s Museum Beyond The Wall’. BY Moushumi chatterji Page – 64
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Malvika Singh Publisher (www.india-seminar.com) ISSN: 0971-6742
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विस्तारण अंतःकरणातून भावनिक पूल! लेखक := जयप्रakash झंडे पान := 09
प्रयत्नांती परमेश्वर! लेखक := जीवन मुळे पान := 11
निकोप स्वर्यसाठी उपयुक्त निर्णय! लेखक := हेमंद देसाई पान := 13
महिलाच्या प्रगतीचा उद्भावणारा आलेख! लेखक := नन्दनी आतंसिद्ध := 15
ध्येय स्वायलंबनाचे, संस्कृती संकर्षनाचे! लेखक := प्रतिनिधि पान := 17
खर ! शेतक-शाससाठी उत्पन्नवाढीचा पर्याय! लेखक := दीपक आहेर पान :=
कावच्या संशोधन व विकासासाठी! लेखक := डॉ. अनिल लच्चे पान := 25
सुधारित कृषी अवजारे ! लेखक := मोहन अंतन शिरगावकर पान := 44
नवीन वाण, देर्देडू कृषी स्वास्थ्य जाण ! लेखक := प्रतिनिधि पान := 47

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