

Vol III Issue II August 2013

Impact Factor : 1. 2018

ISSN No :2231-5063

Monthly Multidisciplinary Research Journal

Golden Research Thoughts

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IMPACT FACTOR : 1. 2018

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RNI MAHMUL/2011/38595

ISSN No.2230-7850

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

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CORPORATE SOCIAL RESPONSIBILITIES EFFORTS ON HIV/ AIDS

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Abstract: In this rapidly growing world economy, business houses & corporate companies are giving their contributions in the field of social responsibilities. Health sector is prominent area in which various companies performing their corporate social responsibilities in systematic manner. HIV/AIDS is one of the thrust areas of health sector on which some corporate companies are working, but still it needs more attention & contribution from corporate sector.

India is one of the top five countries in which percentage of people living with HIV/AIDS are higher. In 2009 PLWHA was 2,400,000 in India alone. Till year 2009 people died in India because of AIDS are 1,70,000.

People living with HIV/AIDS are not only the health concern. PLWHA are dealing with many factors like social stigma, isolation, social exclusion etc. Therefore, PLWHA is more than health concern because it deals with the socio economic & cultural balance of the society.

Refined again & again is called research. This paper discussed about various initiative taken by corporate companies for PLWHA & society. The paper is base on social sciences research methodology. Review of various articles, brochures, papers & company profiles has done to find CSR efforts on HIV/AIDS. This case study reflects some highlights of the work done under corporate social responsibility, which will be beneficial for other companies to follow.

Keyword: HIV, AIDS, Health, Corporate Social Responsibilities, PLWHA.

INTRODUCTION:

Demographically the second largest country in the world, India has also the third largest number of people living with HIV/AIDS. As per the National AIDS Control Organisations annual report of 2010, there are an estimated 22.7 lakh people living with HIV/AIDS in India in the year 2008-2009. As per the data of international organisations in 2009-10, India is the third country in the world after South Africa & Nigeria in the number of people living with HIV/AIDS. In 2009, PLWHA was 2.4 lakh in India alone. Till year 2009 people died in India because of AIDS are 1,70,000. The HIV epidemic in India is heterogeneous in nature, both in terms of routes of transmission as well as geographic spread.

Spread of HIV/AIDS is not only the public health issue. It has more dimensions and angles. PLWHA are dealing with many factors like social stigma, isolation, social exclusion etc. As per the various media reports PLWHA faces continues decimation in health care, education, property rights. Therefore, PLWHA is deals with socio-economic, cultural issues also. Socio-economic determinants that make a person vulnerable also increase the risk of exposure to HIV. Government agencies are making all sorts of efforts. To address the situation all segments of society must work together. Main streaming & partnerships are the key approaches to facilitate multi sectoral response, engaging a wide range of stakeholders, Corporate Sector, Civil Society organisation, networks of people living with

HIV/AIDS & government departments, all have a crucial role in prevention, care, support, treatment & service delivery. Most important role has to be play by corporate sector.

The World Business Council for Sustainable Development defines Corporate Social Responsibility as "The continuing commitment by business to behave ethically & contribute to economic development while improving the quality of life of the work force & their familiar as well as of the local community & society." Awareness of HIV/AIDS is not up to the mark in India. This along with cultural differences, taboos & stigma further reduce the acceptance of PLWHA in the community. These factors contribute to Ion adherence & higher resistance & greatly impact the overall outcome. Interventions to improve overall social acceptance of HIV/AIDS & its therapy have become essential for better outcome. Corporate company's initiative such as disease awareness campaigns by the use of mass communication mediums, like HIV/AIDS education books, posters, rallies, counselling & help lines are beneficial to improve awareness among their workers & society at large.

METHODS

Corporate companies have a CSR towards HIV/AIDS. Measures are taken to increase awareness among workers, staff & society at large. This will improve social status of PLWHA. This paper discusses some of the

CSR initiative by the corporate companies. To find out what exactly had done will throw light on CSR. For this social sciences research methodology of review of literature had followed. Study of company profiles, study of official company's websites & previous research and academic literatures are reviews to analyse the things. The purpose of this paper is to make case study & various aspects of CSR for HIV/AIDS.

FINDINGS

Business worldwide have found that the most important spur to developing their own HIV & AIDS programmes has been the impact of the disease on their bottom line. Various studies conducted by companies like Daimler Chrysler & De Beers have shown that direct business action in preventing & treating HIV/AIDS cases ensures benefits that influence the company balance sheet & protect their working man force. The productivity of workers who are living with HIV & who are not on treatment invariably falls over time & these workers are force to take leave & in most cases leave their work permanently. Corporate sector in India take lessons from other companies & take initiative for it. Some of the companies CSR work presented as case study.

Case 1 : The Mahindra Group

The Mahindra group was founded in 1945 as a steel trading company. The founder entered in automotive sector & introduced new models of vehicles. Over time the group consolidates its position in Automobiles, Trading & Steel and entered in to sectors like IT, Hospitality, Financial, Components, Aerospace & Logistic. Today the group is on \$ 15.9 billion global corporation employing more than 1,55,000 people across the globe.

Mahindra group takes initiative in C.S.R. activities in Health, Education & Environment some of the key points.

1% Profit After Tax of Mahindra & Mahindra Group is earmarked for discharging Corporate Social Responsibilities (CSR).

Under the banner of CSR, Mahindra Plant of Nashik contributes towards development of Nashik through round the year programs known as, Employee Social Options (ESOPs).

Nashik Plant conducts ESOPs under three major heads of EDUCATION, HEALTH & ENVIRONMENT.

Active employee engagement for social cause (Shram Daan) is the edifice on which rests the citadel of ESOPs.

AIDS awareness: Reached out to approx 2.6 lacs of Nashik population through community programs, wall paintings, rallies etc., in association with NGO "Yash Foundation".

AIDS rehabilitation :

(1) Nashik Plant acquired a rehabilitation centre at Nashik for conduct of vocational training like file, candle making etc, benefiting 57 HIV Positive persons, so far.

(2) Nutritional support & home counselling provided to 50 HIV Positive children.

(3) Inculcating self-belief & a sense of purpose in their tormented lives through frequent picnics, community programme etc., with the active support of Nashik Plant

employees.

Adoption of Thalasemic Children: 92 Nashik Plant employees to provide sustenance for a better future have adopted 19 children suffering from Thalasemia, a blood disorder. It's also beneficial for the children with HIV/AIDS

Blood Donation: More than 1000 units of blood donated to Jana Kalyan Blood Bank, by employees of Nashik Plant in past one year, through weekly blood donation camps. HIV taste conducted for each unit.

Mobile Medical Dispensaries: Nashik Plant organizes mobile medical dispensaries along with doctors at remote tribal hamlets, around Nashik, on a fortnightly basis. It benefited to PLWHA as well as their family & society at large.

Case 2 : Ballarpur Industries Limited (Bilt)

Ballarpur Industries Limited (Bilt) is a leading paper company in India; Bilt is a part of Avantha Group, a global corporation with revenues of US \$ 4 bn. Bilt has six manufacturing locations, in India & one in Malaysia. Products include focus on Writing and printing paper.

Bilt has a ranging Social Responsibility programme and well articulated SR and Environment policies. Bilt recognized that the HIV/AIDS epidemic is one of the most formidable challenges at a corporate level.

The Prevention of HIV/AIDS programme constitutes focus area of its CSR initiatives. Last 5 years Bilt has put in place a holistic programme on HIV/AIDS prevention that goes beyond awareness creation.

Health and HIV/AIDS intervention programme started in all Bilt's location in Sept.05 with the matching grant from IFC. Focus of the programme was intervention at the workplace.

Programme with employees:

Since 2005 through group, sessions and one on one session 44,651 workers (including casual and migrant workers in the area) have reached as part of induction, safety training and regular awareness programmes.

Employee volunteers played a major role as peer educators. More than 500 employee volunteers have trained who actively participate, and conduct the awareness programmes. Bilt has appointed professional counsellors' at every unit. The peers educator/volunteers refer the colleague to the counsellor whom they feel need further help. The counsellor in the one on one session tries to motivate employees to go in for voluntary testing of HIV. So far, more than 400 workers have done the HIV testing from nearby Integrated Counselling and Testing Centre (ICTC).

Programme with truckers:

Trucking community is an important segment in operations. On an average 1500 truckers visit the plant daily with raw material and carry the finished products. As they remain away from their families for a long duration, sometimes for more than 15 days considered as one of the vulnerable group on health and safety related issues.

More than 70% truckers are repeat truckers, who visit the plant within a fortnight. Sometimes they have to spend more than 2 days at the locations.

As a part of Health and HIV/AIDS programme wellness clinics run at all locations where they are provided free counselling and treatment on general illness and sexually

transmitted infections.

The counsellors conduct awareness sessions on various aspects close to them. So far, 7000 truckers attended the awareness sessions and 300 have taken medicines for various ailments. Truckers are helped in assessing the risk and are motivated to go for TB/HIV testing.

Programme with Small and Medium Suppliers:

Small and Medium suppliers are an important part of the value chain for the company. A study conducted to know their health needs as well as to understand the health status of the workers. The study showed that most of the suppliers perceive HIV/AIDS a risk for the workers and were ready to provide logistical support if Bilt conducted the program.

As a first step a sensitization programme with SME's organized where they were briefed on the Bilt initiative. Awareness programmes conducted in their premises. So far, this programme has reached to 2071 small and medium suppliers.

Adolescent life skill program:

In 2006 this initiative was started with major focus on 9th and 10th standard students (adolescent). The components of these programmes are self-awareness, skill development like negotiation, assertiveness, decision-making, knowledge on drug addiction, STI and HIV/AIDS.

Till date this programme has reached out to 5534 children and more than 100 teachers. The programme covers the government schools in the vicinity and BILT schools in the housing colonies.

Anti Retroviral Treatment (ART) centre:

The first ART centre at Ballarpur, Dist Chandrapur started in Aug. 2007 in partnership with NACO and technical support was provided by CII, New Delhi. Till March 2011, 735 patients are registered with the centre of which 414 are on antiretroviral treatment. The patients come from neighbouring districts and even the neighbouring state of Andhra Pradesh.

The second centre started in March 2009, at the District Headquarters Hospital, Koraput (Orissa) with a tripartite agreement between Bilt, NACO & district Administration. Within one year centre registered 933 patients and 480 patients are receiving ART drugs. Patients come from three adjoining districts and from neighbouring states of Chhattisgarh and Andhra Pradesh.

In order to improve overall quality of PLHA and their dependents new community initiative "Continuum of Care" (CoC) at ART centres started at Ballarpur and at Koraput.

Case 3 : Ranbaxy

Corporate Social Commitment and Public Services serious efforts have directed towards transforming the lives of the underprivileged. The Company is also conscious of its duty and responsibility to make sincere efforts to promote good health, social development and better environment.

The Company contributes towards the national objective "Health For All". "Ranbaxy Rural Development Trust" was set up and the first well-equipped mobile healthcare van was introduced, in certain underserved areas of Punjab, which proves to be helpful for PLWHA & HIV/AIDS camps.

Ranbaxy Community Healthcare Society (RCHS), an independent body created, that is devoted to the health of the

disadvantaged. Today, multiple well-equipped mobile healthcare vans and an urban family welfare centre, run by Ranbaxy Community Healthcare Society.

Ranbaxy, benefits over two lakh people, in certain identified areas in the states of Punjab, Haryana, Himachal Pradesh, Madhya Pradesh and Delhi. The programme is based on an integrated approach of preventive, promotive and curative services, covering areas of maternal child health, family planning, reproductive health, adolescent health, health education including AIDS awareness in India and other developing countries.

Ranbaxy has also dovetailed its CSR efforts in a manner that is synchronous with the larger health goals of the State and Central Government. RCHS continued to work actively on critical issues related to HIV/AIDS, tuberculosis, malaria, polio, non-communicable chronic diseases and female foeticide.

Ranbaxy to make ARVs accessible to patients around the world, is leveraging its global network of offices, affiliates, joint ventures and alliances. With Ranbaxy products being marketed in over 125 countries and ground operations in 46 countries, Ranbaxy provides pre & post sales support to institutions, NGOs, and Ministries of Health, making Ranbaxy ARVs available in their respective treatment programs. Several humanitarian and government programmes have sourced ARVs from Ranbaxy.

Encouraged by the positive response to its efforts to make quality anti-HIV generics, Ranbaxy is committed to working on all possible fronts and seeking partnerships to improve access to these medicines.

Over 250 approvals of ARVs across 40 countries, with 130 more in pipeline

Only company using both WHO & USFDA approved API supplier

All ARVs comply with Zone IV and Zone II stability requirements

Leading supplier of ARVs to global NGOs, Institutions & Government programs

Ranbaxy's ARVs have catered to treatment programs in over 50 countries globally

Ranbaxy's quality FDCs reduce pill burden and improve patient compliance

Case 4 : Apollo Tyres

Apollo Tyres is India's largest tire maker, producing the entire range of automotive tires for ultra and high-speed passenger cars, trucks, buses and farm and industrial equipment.

Apollo's community initiatives revolve around the awareness and prevention of HIV and AIDS. Three key stakeholder's groups-commercial vehicle customers, the trucking community, and employees and business partners-are addressed directly through Apollo's HIV and AIDS program.

Apollo has 12 health care centres situated across 13 large transshipment hubs that focus on targeted interventions.

Apollo has a robust workplace regarding HIV and AIDS, and it reaches beyond its immediate stakeholders to train their downstream partners in the supply chain about HIV issues.

Case 5 : Tata Tea Limited

Tata Tea Limited (TTL) is a global tea company with significant presence in over 35 countries worldwide.

TTL's workplace HIV and AIDS programs currently cover 29 southern tea estates. TTL decided to implement an HIV and AIDS program after experiencing an increase in HIV – and AIDS – related deaths.

The goal of the program is to reduce the spread of HIV and AIDS and other sexually transmitted infections (STIs) in the workforce and the local community, to provide care and treatment for those who have STIs or HIV, and to reduce the business impact of HIV and AIDS.

TTL's programs are toward education, prevention, and awareness. They also provide voluntary counselling and testing for employees, dependants, and community members on request as well as wellness programs for employees and dependants. TTL codified its HIV and AIDS workforce policies in 1999 (WEF 2002).

Case 6 : Larsen & Toubro

Larsen & Toubro Limited (L&T) is a technology, engineering, constructions, and manufacturing company. L&T's CSR portfolio includes building healthy communities through several health care initiatives with a focus on HIV and AIDS awareness.

All L&T locations, including construction sites, have in-house AIDS awareness programs. Five additional mother and childcare centres were setup in 2006-2007. In partnership with local NGOs, these centres benefit children of commercial sex workers, street children, and tribal communities.

Case 7 : Bajaj Group

Bajaj Group is among the top 10 business houses in India. Its footprint stretches over a wide range of industries, spanning automobiles, home appliances, lighting, iron and steel, insurance, travel, and finance.

Bajaj supports the Kamalnayan Bajaj Hospital in Aurangabad, a 150-bed super-specialty tertiary-care hospital with 60 full-time doctors and 150 staff as well as the Bajaj-Yeshwantrao Chavan Municipal Hospital Antiretroviral Treatment (ART) Centre for HIV and AIDS in Pimpri.

The ART centre is the largest centre run by an industry under a PPP. Apart from two doctors and six supporting medical staff, the ART centre has added audiovisual facilities for group counselling. The ART centre registration has reached 1,900 clients, and the unit is now recognized as one of the best ART centres in the country.

Case 8 : Hindustan Latex Limited

Through the Hindustan Latex Family Planning Promotion Trust, Hindustan Latex Limited, a leading producer of contraceptives and other health care products and services, carries community-based HIV and AIDS interventions that aim to reach out to the vulnerable and high-risk populations in four states.

In partnership with agencies such as the Bill & Melinda Gates Foundation (BMGF), the National Aids Control Organization, the Department for International Development, USAID, and various other state AIDS control

societies, the Trust provides technical support to NGOs and prisons about HIV prevention for most-at-risk populations (MARPs).

They support community care centres for people affected by and living with HIV and AIDS, conduct social marketing campaigns surrounding male and female condom usage, and support HIV and AIDS prevention programs for MARPs and rural and tribal youth.

Case 9 : Godrej Group

The Godrej Group consists of seven major companies with interests in real estate, industrial engineering, appliances, furniture, security, electronics, information technology, motors, and other areas.

Godrej supports the Godrej Memorial Hospital, which runs an ART centre.

Godrej also carries out workplace interventions to dispel myths about HIV and AIDS, support medical research for leprosy, and support the Smile Train Foundation, an organization that operates on children with cleft lips free of charge.

Case 10 : Modicare Foundation

An independent, non-profit, NGO, the Modicare Rai Bahadur Gujarmal Modi Foundation was set up in 1996 with the commitment to prevent the spread of HIV and AIDS, enhance awareness, and erase the myths and misconceptions about HIV and AIDS.

The Foundation provides a supportive platform for individuals and organizations to strengthen the resolve to combat HIV and AIDS, reduce the suffering and remove the stigma surrounding persons living with AIDS, promote the means of spreading awareness about the infection and its treatment, and advance the underlying desire to make a difference.

Case 11 : JK Tyre

JK Tyre is the leading tire brand in India. JK Tyre supports three clinics along the National Highway in Indore, Dhanbad, and Vishwa Karma Nagar to provide services to truckers and their helpers, who considered highly vulnerable to HIV and AIDS.

JK Tyre supports the work done by the BMGF in collaboration with the Transportation Corporation of India Foundation. The main objective of this project is to create HIV and AIDS awareness as a means to prevent the disease. They also participate in the "Infotainment Meals" that are held near these clinics, where entertainment is combined with spreading HIV messages.

CONCLUSION

In the country like India, from many decades corporate companies always seen as a capitalist organization, which does not have any concern for workers, community & society. These companies only mean profit & business. These companies do not care of workers life & health, environment & other social aspects.

Corporate Social Responsibility initiative is only the answer for this kind of allegation on the company. The Karmayog CSR study states that CSR is about "The steps

taken by the company to neutralize, minimize or offset of negative effect caused by its processes & product usage.” Second aspect is “The further positive steps a company takes using its resources, care competence, skills, location & funds for the benefit of people & environment.” So the CSR initiative always proved to be helpful for corporate companies.

Spread of HIV/AIDS in India is having many dimensions. Many people know about disease but they do not have the correct scientific information. Lack of correct information created wrong notions & concept in the minds of people. Most important mode of spreading of virus is unsafe sex. Sex is always considering taboo in Indian culture. It directly linked with the character of person. This increase discrimination for PLWHA for all these things HIV/AIDS is considered one of the important C.S.R. work by some of the companies discuss above.

Benefits of Corporate companies for CSR on HIV/AIDS:-

- 1.It adds emotions & trust to the products & services between the workforce & community at large.
- 2.It creates relationship between product, services & existing consumers as well as potential customers.
- 3.C.S.R. directly related to the branding of the corporate company. Brand is proprietary, visual, emotional, rational & cultural image that people associates with the company.
- 4.Good C.S.R. efforts like working on HIV/AIDS issue creates positive environment for the corporate companies into society.
- 5.Working on HIV/AIDS & other health issues helps to neutralize profit making or capitalist image of the company.
- 6.Companies are also getting tax benefit for the CSR work.

SUGGESTIONS:-

- (1) HIV/AIDS is the sensitive issue so more attention must be given for AIDS awareness campaign, counselling centres & Anti-retroviral therapy centres.
- (2) Government should give more tax benefit & other means of subsidiary to the companies involve in health related C.S.R. That will ease the burden on governmental health infrastructure & facility.
- (3) Government should declared strict guidelines, rules & regulation to channelize C.S.R. in health sector.
- (4) Government should encourage public private partnership models in C.S.R. for health.
- (5) Government should make C.S.R. Health Policy.

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