



IJRSS

(ISSN: 2249-2496)

**INTERNATIONAL JOURNAL
OF
RESEARCH IN SOCIAL SCIENCES**

- editorijmie@gmail.com
- info@ijmra.us
- www.ijmra.us





Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences,
University of Guadalajara
Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

DR. RAMACHANDRAN GURUPRASAD

Scientist, Knowledge and Technology Management Division (KTMD),
National Aerospace Laboratories.

Patron

Dr. Mohammad Reza Noruzi

PhD: Public Administration, Public Sector Policy Making Management,
Tarbiat Modarres University, Tehran, Iran
Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran
Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.

Senior Asst. Professor,
Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

I Wayan Suryasa

Doctor of Linguistics Program, Udayana University,
Linguistics Lecturer (STMIK-STIKOM Bali), Translator (Indonesian Translator Association)
Researcher of Local Languages Researcher Association
Certified Doctor of Linguistics Program in Udayana University Bali

Dr. SUNIL KUMAR MISHRA

Associate Professor,
Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN

Lecturer and Chairperson (Centre for Business and Management),
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA

Assistant Professor,
Aloysius Institute of Management and Information, Mangalore, INDIA



Dr. A. JUSTIN DIRAVIAM

Assistant Professor,
Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,
Alangulam Tirunelveli, TAMIL NADU, INDIA

Dr. Krishan kumar

Dean,
School of Life Sciences, Singhania University Rajasthan, INDIA

Dr. G. D. Singh

Certified Manager - Cambridge Association of Managers, England,
Founder & President, The Indian Management Academy - IMA

Dr. Sorinel Capusneanu

Associate Professor,
Faculty of Finance and Accounting, "ARTIFEX" University, Bucharest, ROMANIA

Benard Okelo Nyaare

Assistant Lecturer,
Bondo University College, Bondo, KENYA

Dr. Meenakshi Gupta

Assistant Professor,
Shri Mata Vaishno Devi University- Katra, INDIA

Editor -in -chief

Dr. REYNALDA B. GARCIA

Executive Director,
Research and Statistics Center, Lyceum of the Philippines University- Batangas, 2002- 2013

Co -Editor -in -chief

I Wayan Suryasa

- Lecturer of English Language and Linguistics (STIMIK-STIKOM Bali)
- Doctor of Linguistics Program, Udayana University
- Translator (Indonesian Translator Association)
- Researcher of Local Languages Researcher Association
- Certified Doctor of Linguistics Program in Udayana University Bali
- Accounting in PT. Upada Sastra. Denpasar - Bali. 1999.
- Mobile Phone and Computer technical support. 1999 - Present
- Owner of Copy Center at Revo Shop. Tegaljaya, Dalung, Badung-Bali. 2004-Present
- Technical Support of Operating System of Gadget and Electronic Tools



International Editorial Board

Dr.M.Velusamy

Assistant Professor ,
Department Of Social Science, Alagappa University, INDIA

V. Rama Krishna

Assistant Professor, Department Of Studies And Research In Political Science,
Tumkur University, Tumkur, Karnataka, INDIA

Dr. Mujibul Hasan Siddiqui

Assistant Professor,
Department Of Education, Aligarh Muslim University, Aligarh, INDIA

D. Amutha

Asst.Professor ,
Department Of Economics, St.Mary's College (Autonomous), Tuticorin, INDIA

Pratip Chattopadhyay

Assistant Professor,
Department Of Political Science, University Of Kalyani, Nadia-741235, West Bengal, INDIA.

Prof. Felice Corona

Associate Professor ,
Special Education And Teaching, University Of Salerno Italy, Faculty Of Medicine And Surgery

Jesus Alfonso D. Datu

Assistant Lecturer ,
Counseling And Educational Psychology Department, De La Salle University-Manila

Jose Noronha Rodrigues

Asistant Professor, Department Of LAW,
The University Of Azores- Portugal, Director Of The Law And Economic Study Centre

Dr. Mohd Nazri Ismail

Senior Lecturer,
Research & Development (R&D) & Teaching, System And Network (MIIT) Department

Dr S. K. Singh

R.D.Foundation Group Of Institutions,
Near Kadrabad Police Check Post, Modinagar (Ghaziabad)-- 201201, U.P., INDIA

Dr. K. Shobha

Assistant Professor,
Department Of Economics, Government Arts College, Coimbatore -641018, INDIA

Arindam Chattopadhyay

Department Of Geography,
Sripat Singh College, Murshidabad, West Bengal, INDIA



Dr. Manoj P K

Assistant Professor, Department Of Management and Finance,
Dept. Of Applied Economics (Dae), Cochin University Of Science And Technology,
Kochi, Kerala - 682 022

Dr. P. S. Nagarajan

Faculty In Rural Marketing,
Alagappa Institute Of Management, Alagappa University, Karaikudi – 4, INDIA

Dr. Craig E. Reese

Professor,
School Of Business, St. Thomas University, Miami Gardens, Fl 33054

Ezendu Ariwa

Chair, IEEE Broadcast Technology Chapter, Uk&Ri
London Metropolitan Business School, London Metropolitan University, United Kingdom

Ram Kesavan

Professor And Discipline Coordinator,
College Of Business Administration, University Of Detroit Mercy

Dr Tapal Dulababu

Professor & Principal,
The Oxford College Of Business Management, Bangalore 560 102, INDIA.

Prof. P. Malyadri

Principal ,
State Level Best Teacher Awardee-2008,
Director, UGC Major Research Project, President :Social Scientists Forum, Consultant : NGOS.

Dr.S.D.Suryawanshi

Associate Professor,
Department Of Mechanical Engineering, College Of Engineering,Pune-05,
(An Autonomous Institute Of Govt. Of Maharashtra), INDIA

Prof C.M.Maran

Assistant Professor (Senior) ,
VIT Business School , VIT University , INDIA

Dr. A. Arul Lawrence Selvakumar

Director,
Dept Of CSE , Adhiparasakthi Engineering College,
Melmaruvathur - Kanchipuram District, Tamil Nadu, INDIA

Dr. Rajiv Khosla

Associate Professor And Head,
Chandigarh Business School, Gharuan, Mohali, INDIA

Dr Lavkush Mishra

Director,
Institute Of Tourism & Hotel Management,



Technical Advisors

Mr. Rajan Verma

Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain

Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Mr. Anil Chandra

Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

Prof. Bharati Veerendra

Asst. Professor - MCA, K. J. Somaiya's SIMSR., univeristy of Mumbai, Mumbai, INDIA

Mr. Gagandeep Singh

Department of Biotechnology, Kurukshetra University, Kurukshetra, INDIA

Associate Editors

Dr. SANJAY J. BHAYANI

Associate Professor ,Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD

Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU

Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA

Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHATNAGAR

Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON



International Journal of Research in Social Sciences

(ISSN: 2249-2496)

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	India's Act East Policy And North East India: A Critical Review. Zulafqar Ahmed	<u>1-11</u>
<u>2</u>	AI Revolution And Swarm Intelligence. Shafiqul Abidin	<u>12-16</u>
<u>3</u>	Traditional Interest Free Social Banking Of Malabar: A Study Of The Panampayattu System. Dr. Babu P	<u>17-29</u>
<u>4</u>	Politics Of Labels And Stereotypes: Traumas And Assertions Of An Imagined Community. Sanjuna.M	<u>30-35</u>
<u>5</u>	Public Healthcare Initiatives And The Observed Health Outcomes In Maternal Healthcare: A Case Study In Barak Valley In Assam. Pradipta Deb Dey And Niranjan Roy	<u>36-45</u>
<u>6</u>	Statewise Priority Sector Lending In India. Dr Najmi Shabbir	<u>46-78</u>
<u>7</u>	Prevalence Of Hypertension In Bus Drivers In Kolkata, West Bengal And Associated Health Related Behaviours. Monojit Das And AkashMallick	<u>79-83</u>
<u>8</u>	Child's Right To Education: A Perspective. Dr. Rakhi K. Kataria	<u>84-93</u>
<u>9</u>	Magnitude And Nature Of Child Labour In Odisha. Ipsita Priyadarsini Pattanaik And Dr. Sinil Kumar Padhi	<u>94-106</u>
<u>10</u>	Improving Accounting Of Additional Paid-In Capital. Kahramon Oxunovich Urishev	<u>107-115</u>
<u>11</u>	Importance Of Adolescence Period. Dr. Subhaarati Oinam	<u>116-121</u>
<u>12</u>	Critical Evaluation Of Scorecards And Alternatives Theories To The Diversity And Dynamism Of An Organisation: Using Central Bank Of Nigeria (CBN) As A Case Study. Benneth C. Nwafor	<u>122-141</u>

<u>13</u>	Arguing Water As A Right: A Critical Analysis Of Water Literature Advanced In Political Discourses. Acharya Deepti	<u>142-151</u>
<u>14</u>	Survival Strategies Adopted By Marginalized People In War Affected Regions: A Case Study Of North Central Sri Lanka. Rev. Pinnawala Sangasumana	<u>152-168</u>
<u>15</u>	Influence Of The Demographic Factors On Consumer Buying Behavior With Reference To Vijayawada. Meena Kumari Panitapu and Prof. V chandhra Sekhar	<u>169-182</u>
<u>16</u>	Water As A Right In India's National Water Policies: A Critical Analysis Of Water Literature. Acharya Deepti	<u>183-190</u>
<u>17</u>	Rural Poverty In Mamit District, Mizoram:A Multidimensional Study. C.Lalnunmawia And Dr.Lalhriatpuii	<u>191-200</u>
<u>18</u>	Role And Current Status Of Infrastructure In The Economy Of Assam: A District Level Analysis. MridusmitaPatowary	<u>201-205</u>
<u>19</u>	An Inter-District Analysis Of Physical Infrastructure In Assam. Saurish Bhattacharjee	<u>206-210</u>
<u>20</u>	Comparative Study On The Academic Achievement Of Arts And Science Students In Manipur, India. Dr .Keithellakpam Bidyalakshmi	<u>211-221</u>
<u>21</u>	Problems And Prospects Of Teacher Education At Secondary Stage In Imphal East District ,Manipur. Dr .Keithellakpam Bidyalakshmi	<u>222-230</u>
<u>22</u>	The Problems Of Teaching Science In The High Schools Of Churchandpur District In Manipur, India. Dr .Keithellakpam Bidyalakshmi	<u>231-236</u>
<u>23</u>	Resource Use Efficiency Of Mandarin Orange Production In Tinsukia District Of Assam. Trishnalee Saikia1, K.C. Bora,Horindra Gogoi and J. K. Gogoi And Dr. Trishnalee Saikia	<u>237-245</u>
<u>24</u>	Social And Emotional Learning Of Students With Learning Difficulties. Sayali Deo and Digambar Darekar	<u>246-255</u>
<u>25</u>	Teaching Learning Process In DIET, Kakching District Of Manipur. Dr .Keithellakpam Bidyalakshmi	<u>256-263</u>
<u>26</u>	Adolescent Growth Of School Boys In Renigunta. Dr.E.Rameshbabu	<u>264-296</u>
<u>27</u>	Way Forward For Indian Agricultural Exports: Trends, Scope And Concerns. Manu Tyagi	<u>297-303</u>
<u>28</u>	A Study On Learning Styles Of Bcom Pa Students In Coimbatore. Dr. K.Vidyakala,Dr. Nithyakala,Dr. J.Deepa,K.Geerthana And P.Nandhini	<u>304-312</u>
<u>29</u>	The Impact Of Political Development On Political Participation. Dr. Nasreen Al-Hamdani	<u>313-326</u>

<u>30</u>	Present Status Of Infrastructure Facilities In Rmsa Schools In Central Uttar-Pradesh. Akansha Kapoor And Dr. Mohd. Ali Imam	<u>327-334</u>
<u>31</u>	Research Manuscripts: Journal Selection And Publication. Anithamol Babu	<u>335-344</u>
<u>32</u>	“Customer Satisfaction: A Gender Based Study Of Mobile Industry ”. Dr. Anil K. Singh	<u>345-352</u>

