ISSN 2319-2801

Asian Academic Research Journal of Multidisciplinary

Volume 1 Issue 33 May 2015 Journal By:-

Asian Academic Research Associates

ISSN 2278 – 859X (Online)

ISSN 2319-2801 (Online)

Asian Academic Research Journal of Social Sciences & Humanities

&

Asian Academic Research Journal of Multidisciplinary **Editorial Board** DR.SHOBANA NELASCO ASSOCIATE PROFESSOR FELLOW OF INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ON DEPUTATION) DEPT. OF ECONOMICS. BHARATHIDASAN UNIVERSITY, TRICHIRAPPALLI DR ARABI II ASSOCIATE PROFESSOR AND CHAIRMAN DEPARTMENT OF STUDIES AND RESEARCH IN ECONOMICS, MANGALORE UNIVERSITY, MANAGALAGANGOTHRI, DAKSHINA KANNADA DISTRICT KARNATAKA STATE, INDIA-574199 DR.T.CHANDRASEKARAYYA, ASSISTANT PROFESSOR DEPT OF POPULATION STUDIES & SOCIAL WORK, S.V.UNIVERSITY, TIRUPATI, A.P-517502. DR. SWAPNALI BORAH ASSOCIATE PROFESSOR & HEAD DEPT.OF FAMILY RESOURCE MANAGEMENT CENTRAL AGRICULTURAL UNIVERSITY SANGSANGGRE, TURA MEGHALAYA – 794005 DR ARUN KUMAR BEHERA, ASST, PROF. POST DOCTORAL FELLOWSHIP EINSTEIN INTL UNIV-USA DEPT. OF ENGLISH. SRI SATHYA SAI INSTITUTE OF HIGHER LEARNING BRINDAVAN CAMPUS, KADUGODI POST, BANGALORE DR. MOHAMMED ALI HUSSAIN PRINCIPAL & PROFESSOR DEPT. OF COMPUTER SCIENCE & ENGINEERING. SRI SAI MADHAVI INSTITUTE OF SCIENCE & TECHNOLOGY, MALLAMPUDI, RAJAHMUNDRY, A.P., INDIA. DR. TAMMA SURYANARAYANA SASTRY HEAD OF THE DEPARTMENT OF LAW, UNIVERSITY OF PUNE DR. S.RAJA. RESEARCH ASSOCIATE MADRAS RESEARCH CENTER OF CMFRI INDIAN COUNCIL OF AGRICULTURAL RESEARCH CHENNAI DR. B.MURALI MANOHAR PROFESSOR –VIT BUSINESS SCHOOL VELLORE INSTITUTE OF TECHNOLOGY, VELLORE DR. M. RAMESH KUMAR MIRYALA PROFESSOR SWAMI RAMANANDA TIRTHA INSTITUTE OF SCIENCE & TECHNOLOGY, NALGONDA DR.V.MOHANASUNDARAM PROFESSOR AND HEAD, DEPARTMENT OF MANAGEMENT STUDIES VIVEKANANDHA INSTITUTE OF ENGINEERING AND TECHNOLOGY FOR WOMEN. NAMAKKAL DT DR. M. RAMESH KUMAR MIRYALA PROFESSOR SWAMI RAMANANDA TIRTHA INSTITUTE OF SCIENCE & TECHNOLOGY, NALGONDA DR.MOHAMMAD REZA ASSOCIATE PROFESSOR, DEPARTMENT OF SOCIAL WORK, AZAD UNIVERSITY OF KHOMEINISHAHR, ISLAMIC AZAD UNIVERSITY, KHOMEINISHAHR KHOMEINISHAHR, ESFAHAN, IRAN. DR. D. GURUSWAMY ASSISTANT PROFESSOR, DEPARTMENT OF ACCOUNTING AND FINANCE, COLLEGE OF BUSINESS AND ECONOMICS MEKELLE UNIVERSITY, MEKELLE, ETHIOPIA, EAST AFRICA.

DR.SHISHIRKUMAR H. MANDALIA I/C UNIVERSITY LIBRARIAN DEPARTMENT: BHAIKAKA LIBRARY. SARDAR PATEL UNIVERSITY VALLABH VIDYANAGAR, ANAND-388120(GUJARAT)

DR. YOUNOS VAKIL ALROAIA ASSISTANT PROFESSOR DEPARTMENT OF INDUSTRIAL MANAGEMENT, FACULTY OF BUSINESS MANAGEMENT, CHAIRMAN, SEMNAN BRANCH, ISLAMIC AZAD UNIVERSITY SEMNAN , IRAN

DR. R. B. SHARMA ASSISTANT PROFESSOR (ACCOUNTING) DEPARTMENT OF ACCOUNTING COLLEGE OF BUSINESS ADMINISTRATION SALMAN BIN ABDULAZIZ UNIVERSITY AL KHARJ, KINGDOM OF SAUDI ARABIA

DR. ANUKRATI SHARMA VICE-PRINCIPAL & ASSOCIATE PROFESSOR BIFF & BRIGHT COLLEGE OF TECHNICAL EDUCATION, JAIPUR (RAJ.) (AFFILIATED TO UNIVERSITY OF RAJASTHAN)

DR. SHIVAKUMAR DEENE DEPT. OF COMMERCE AND MANAGEMENT, GOVT. FIRST GRADE COLLEGE, CHITGUPPA TQ. HUMANABAD, DIST. BIDAR, KARNATAKA (INDIA)

DR. RAMESH CHANDRA DAS DEPARTMENT OF ECONOMICS KATWA COLLEGE, KATWA, BURDWAN, WEST BENGAL

MR.NAVANEETHAKRISHAN KENGATHARAN SENIOR LECTURER DEPT. OF HUMAN RESOURCE MANAGEMENT, UNIVERSITY OF JAFFNA, SRI LANKA

KALBANDE DATTATRAYA TRAYAMBAKRAO CENTRAL UNIVERSITY LIBRARY, MAHATMA PHULE KRISHI VIDYAPEETH. RAHURI.DIST.AHAMADNAGAR(M.S).(INDIA)

R.CHANDRAMOHAN MANAGING DIRECTOR ORCUS SYSTEM PTE LTD SINGAPORE

DR. (MRS.) INDU SWAMI ASSISTANT PROFESSOR POST GRADUATE DEPARTMENT OF ENGLISH, ASSAM UNIVERSITY:: DIPHU CAMPUS, (A CENTRAL UNIVERSITY) DIPHU-782 460 KARBI ANGLONG, ASSAM, INDIA

DR.S.ELIZABETH AMUDHINI STPEHEN ASSOCIATE PROFESSOR DEPARTMENT OF MATHEMATICS KARUNYA UNIVERSITY COIMBATORE

DR, DIGANTA BISWAS LECTURER IN LAW DEPARTMENT OF LAW UNIVERSITY OF NORTH BENGAL

DR.V.MAHALAKSHMI DEAN, PANIMALAR ENGINEERING COLLEGE POONAMALLEE, CHENNAI – 600123

DR. BALASUNDARAM NIMALATHASAN DEPARTMENT OF ACCOUNTING, FACULTY OF MANAGEMENT STUDIES & COMMERCE, UNIVERSITY OF JAFFNA, JAFFNA, SRI LANKA