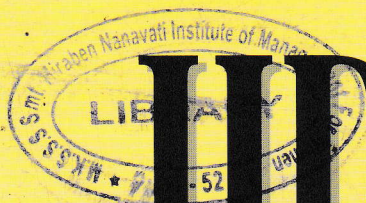


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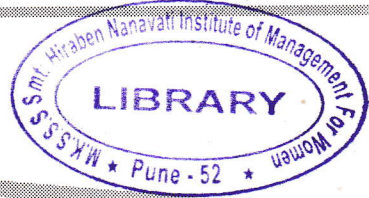
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From editor's desk

We are glad to place before you the second issue of our research journal *Jidnyasa*. The issue contains research papers and articles on various areas of management. The contributors are from a variety of disciplines, which provides a wider perspective to the readers.

Today is the era of knowledge management. Plenty of data is available to us through media. Huge amount of energy and time is devoted in converting it into information. Every manager plays the role of a researcher in his / her own way to select the relevant information and transform it into knowledge. Sound base for decision making is thus built. This ensures success in the endeavour.

We hope, *Jidnyasa* will tickle the researcher in the managers and provide them valuable knowledge inputs.

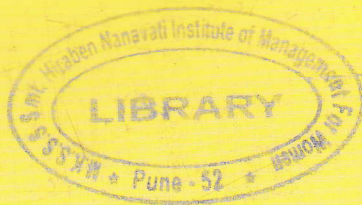
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