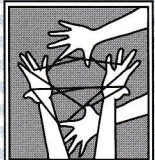


# JIDNYASA

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तेजस्विनावधीतमस्तु

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- Study of educational environment of Pune city as a tool for transforming personality of a student
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- Recent Trends in Retail Marketing
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### From Editor's Desk

We are glad to place before you the third 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, the developing as well as the developed countries are undergoing a difficult period. The economic problems are not restricted to a specific area or activity. Hopefully, this trying period will end soon, providing tremendous learning experience and self examination. Research will be the backbone for systematic efforts to overcome the problems.

We hope, *Jidnyasa* will tickle the researcher in the academicians and managers and encourage them to be proactive.

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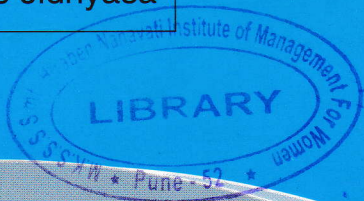
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