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“OPPORTUNITIES OF SOCIAL NETWORKING IN LIBRARIES”

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ABSTRACT

Social Network (SN) has become very popular during the last few years and it plays an important role in our life to build the network of relationship. SN is built on the idea of how people should know and interact with each other. It gives people the power to share, making the world more open and connected. Social Network Sites (SNS) allow users to share ideas, activities, events, and interests within their individual networks. SN is a way for one person to meet up with other people on the net. People use SNS for meeting new friends, finding old friends or locating people who are from the same panel. SN includes varied online technology tools that allow people to communicate easily via the Internet to share information and resources. Most of the social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. SN has a vital influence on our live as it helps a lot in every field of life such as political, economical, social and educational field. Social networks focuses on supporting the relationships between teachers and their students for learning, teaching, professional development and content sharing. Some sites are being built to foster relationships that

include educational blogs, e-portfolios, formal and ad-hoc communities, as well as communication such as chats, discussion threads and synchronous forums. These sites also have content sharing and rating features. The present paper emphasizes on the opportunities of social networking in libraries particularly in the context of an ever-changing globalized society.

KEYWORDS: Social Network (SN), Social Networking sites (SNS), Opportunities of Social Networking.

INTRODUCTION:

The exchange of thoughts, messages,

or information as by speech, signals, writing, or behaviour is called communication. Information and communication technology are added advantages in the hands of library professionals in the current scenario. The evolution of internet and World Wide Web has transformed the whole globe and present a new way of communication. The limitless connectivity and potential to create an open social order and system of interaction and collaboration have been made possible only because of information and communication technology. We can see the impact of ICT in every walk of life. Everyone needs information pinpointed and timely that is possible with the help of LIS professionals. People can access informa



tion easily by themselves in ICT environment but how to use and utilize that information can be guided by Library and Information Science (LIS) professionals. A SNs is a platform to build social networks or social relations among people, for example, share interests, activities, backgrounds or real-life connections. SNs consist of a representation of each user (often a profile), his social links and a variety of additional services. Most SNs are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. SNs allow users to share ideas, pictures, posts, activities, events, and interests with people in their network. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online. SNs function like an online community of internet users. Depending on the website in question, many of these online community members share common interests in hobbies, religion, politics and alternative lifestyles. Social networking often involves grouping specific individuals or organizations together. This means that anyone can become a member, no matter what their hobbies, beliefs, or views are. However, once we are inside this online community, we can begin to create our own network of friends and eliminate members that do not share common interests or goals. SN has become one of the most important communication tools among people where millions of people share interests on certain disciplines and make available to members of these networks by sharing files, photos, videos, creating blogs, retrieve & sending messages and conduct real-time conversations. These networks are described as social, because they allow communication with friends & colleagues and it helps to strengthen the ties between members of these networks in the space of the Internet. They are playing a big and influential on role decision-making at the events of the global. Some social networks have additional features, such as the ability to create groups that share common interests or affiliations, upload or stream live videos, and hold discussions in forums. Several Mobile Communication companies are providing SNs. In most mobile communities, mobile phone users can now create their own profiles, make friends, participate & create chat rooms, hold private conversations, share files, photos, videos and share blogs by using their mobile phone.

MEANING OF SOCIAL NETWORKING



Social network is a broad term used to denote the blogs, user created videos and wikis. A social networking is an online service, platform or site that focuses on building and reflecting of social network or social relations among people who share interests and activities. Social networking often involves grouping specific individuals or organizations together. Social network provides a quick, low tech method to generate, maintain web based subject guides and act as communication tools to enable social interaction among LIS Professionals. Most social network services are web based and provide means for users to interact over the internet. They interact, share and exchange resources by social networks. It promotes free flow of information and

sharing of resources beyond boundaries. Social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision. Social Networking can be defined as a phenomenon that has recently taken over the web, allowing more connectivity and interaction between web users. SNs as web-based services that allow users to construct a public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and navigate through their list of connections and those made by others within the system. A number of SNs are available for use, each possessing a set of both common (to all SNs) and specific functionality. SNs are extremely flexible to use and expand opportunities for socialization. Social networking empowers users with low technological sophistication in using the Web to manifest their creativity, engage in social interaction, contribute their expertise, share content, and disseminate information and propaganda or to network among business peers. SN appeals to people because it is an opportunity for personal sharing of life experiences, venting frustrations and offering reflections on a variety of social issues.

SOCIAL NETWORKING SITES (SNs) :

There are lots of SNs available on the internet and user can select the suitable site on



his/her needs & demands. Following are the most prominent SNs commonly used in library.

#1 Facebook

Facebook intend to keep family, friends, and also the resource persons connected. With Facebook we can share our status updates, photos, videos etc and our friends comment on our shares.



#2 flickr

It is an image hosting and video hosting website, web services suite and online community that was created by Ludicorp in 2004 and acquired by Yahoo! in 2005. In addition to being a popular website for users to share and embed personal photographs, the service is widely used by bloggers to host images that they embed in blogs and social media.



#3 Fropper.com

Fropper.com helps in creating personal zone, uploading, and sharing of photos, creating and joining groups, viewing and creating our ezblog and pass messages for connecting with people and making new friends.



#4 Google+

Google soft-launched a SN service called Google+. Is the highly publicized social network by Google. While it is still in its early release there are a lot of features that make this an attractive option for education such as: hangouts - the impressive group video chat and circles - the way to control posts with privacy settings.



#5 hi5.com

hi5.com has features like network of friends, sharing of photos, status updates and user groups. The users create a profile which shows their information like age, hometown, areas of interest etc. Users may also create their own photo albums and allow others to comment on it.



#6 ISTE Community –

International Society for Technology & Education is a great place for educators to come together and collaborate on technology issues. ISTE represents more than 100,000 education leaders and emerging leaders throughout the world and informs its members regarding educational issues of national and global scope.



#7 LinkedIn

LinkedIn can be used in a highly productive manner. With LinkedIn we can set up our profile which shows our services, the skills and the experience what we have. This surely cost free way for exposing our services. Not only we get connections but also advices from the experts from the features available in LinkedIn.



#8 Myspace.com

Myspace.com has a bulletin board and it helps to contact entire friends simultaneously. Bulletins get deleted after a period of ten days. With group feature which existed earlier, a group of people can share a general page and a message board. Anyone can create groups and the moderator can determine whether to make a person the member of that group.



#9 Orkut

Orkut with its unique features and user friendly nature was highly accepted in India and people without any exception in any regards started using Orkut. We can see who visited our profile previously but the same happens when we visit the profile of others.



#10 Twitter

Twitter is one of those few SN sites in India which emphasize on being precise with our ideas. The posts done in twitter are termed as tweets and the process of posting tweets is called tweeting.



#11 YouTube.com

YouTube is a video-sharing website and YouTube uses Adobe Flash Video & HTML5 technology to display a wide variety of user-generated video content, including movie clips, TV clips and music videos, as well as amateur content such as video blogging and short original videos.



#12 WhatsApp Messenger

WhatsApp Messenger is a proprietary, cross-platform instant messaging subscription service for smartphones that uses the internet for communication. In addition to text messaging, users can send each other images, video, and audio media messages as well as their location using integrated mapping features.



#13 SlideShare

SlideShare is a Web 2.0 based slide hosting service. Users can upload files privately or publicly in the following file formats: PowerPoint, PDF, Keynote or OpenDocument presentations. Slide decks can then be viewed on the site itself, on hand held devices or embedded on other sites.



SOCIAL NETWORKING OPPORTUNITIES FOR LIBRARIES

Social networking sites are constantly promoting open access to knowledge. Open access is the term used to refer to resources that are openly available to users with no requirements for authentication or payment. It is a model that presents free access to publications. Social networking presents some important opportunities to libraries which include marketing of library services and reference services.

- **Marketing of library services** – the growing population of patrons and librarians that make use of social networking is an indication that it is an ideal vehicle for marketing the services of libraries to patrons. Flickr is an excellent marketing tool which could be used by librarians to sensitize the users on general library services. Most students are not aware of the different services offered in the library such as reservation of books, reference services and Strategic Dissemination of Information (SDI). Librarians can spread awareness of library services to those who may not be aware of these services via social media. Librarians can also develop subject-specific blogs and play a leading role in advocating the use of blogs for scholarly communication and commenting on research findings.

- **Reference Services** – the use of social networking tools enable librarians to identify library patrons on the social cyberspace and pro-actively provide the type of information that would normally result from reference service. Social networking tools are not only being used as a vehicle for promoting services, programs and new resources but they are also used for reference service. Social networking tools like Instant Messaging (IM), Voice over Internet Protocol (VoIP) could be used to achieve a successful and sustainable reference services in an online social space by engaging in an online face-to-face interaction. This is particularly useful for distance learners who may call in from any part of the country with reference queries. Reference interaction has always been a conversation moving towards reference in the social environment is therefore a natural development that has been shown to be not only practically viable, but also to benefit the researcher. Using social networking tools for making the reference act a participatory one means that the client can be served by multiple sources and a

variety of authoritative, scholarly perspectives resulting in an enriching wealth of information and experience.

- **Blogging** – SNs help in blogging with which it has grown as an online communication vehicle.
- **Podcasting** – SNs help in using the podcasting service. 'Podcasting' refers to any combination of hardware, software, and connectivity that permits automatic download of (usually free) audio and video files to a computer, smart phone or MP3/MP4 player to be listened to or watched at the user's convenience.
- **Instant messaging** – It is a form of online communication that allows real-time interaction through computers or mobile devices.
- **Virtual meetings**- which are real-time meetings taking place over the Internet using integrated audio and video, chat tools and application sharing.
- **Use of Library** – It can be used by librarians to raise their visibility, augment or eliminate stereotypical images of librarians, increase research assistance traffic via Facebook message boxes and make library services and librarian assistance more convenient.
- **Help students get ahead of the professional curve**- One of the fundamental goals of education is to position young people for enjoyable, successful careers. An increasing number of professional positions desire or require social media awareness and it seems likely that more positions will call for this skill in the future.
- **Flexibility in learning** -These sites allow learners to select learning materials that meet their knowledge and interest. In addition, students are taught courses through different learning styles and are involved in varied activities across chat rooms, in discussion forums where they can give their views on the topic at any hour and also during class time students can interact with instructors by chat or audio usage.
- **Fosters communication** - SNs also enable community involvement in locating expertise, sharing or communicating content and collaborating to build content and allow knowledge workers to extend the range and scope of their professional relationships.
- **Motivation and Learning Opportunities** - believes that classroom blogging has the potential to motivate students, to build online collaboration, and enhance learning opportunities.
- **Enables Educators to be Better Advisors** - Comments that students post on the site may provoke thoughtful conversation. SNs may provide helpful information to educators and help them deal with certain situations better; one educator knew to go easy on a student when he saw his status change from "in a relationship" to "single". Students may also feel more comfortable approaching educators who are present and friendly or who interact casually with them on Facebook; it gives students the encouragement they need.
- **Digital Learning as a Substitution Process** : Online learning is a new social process that is beginning to act as a complete substitute for both distance learning and the traditional face-to-face class. They believe that face-to-face courses, blended with online learning technologies and methodologies, are generally rated by students as significant improvements over face-to-face (only) classes.
- **Independence and self-expression** -Creating your own "home page" allows people to express themselves and discuss their interests. They can join groups and support fan pages, and find out about other people's interests.
- **Research and Development (R&D)**-Research scholar can gather information about topics that are hard to discuss with others, such as drug use and sexual health.
- **Additional advantages for youth with disabilities**- SN can open up a new world of communication, integration, and community participation. Young adults can express themselves, including their thoughts and feelings, more easily and without fear of the rejection or stigma they may experience in real life.
- **Creating bond & maintaining relation**-Interaction using social media provides students with a sense of belonging and creates bonds between students & their peers and between students & the instructor. Using SN tools to deliver social learning experiences in the classroom provides opportunities to meet other students and have access (depending on the tools being used) to other educators and professionals.
- **Developing collaborating & cooperation**- Wikis and blogs provide avenues to increase collaboration between students. Students involved in projects can blog about their experiences. SN has increased the rate and quality of collaboration & cooperation for students. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups.
- **Use of Best practice**- An extensive list of best practices may be found on the Edu-tastic blog like seminar,

symposium, discussion, brainstorming etc.

- **Offline Learning** - Blended approaches that combine face-to-face and online learning are preferable to an online pedagogy alone. Face-to face classes are likely to enable high levels of emotional understanding, while the convenience and flexibility of online components can motivate students to complete educational tasks.
- **Social Learning**- Bandura’s Social Learning Theory states that “people learn from one another, via observation, imitation, and modeling”. Of course, the type of socialization that occurs via “social” computer tools is certainly different than face-to-face social interaction, but it still offers opportunities for social learning.
- **It provides opportunities for writing and writing assessment**-While tools like Twitter lend themselves to abbreviated “texting” style uses of language, there is no need for this in most other forums. Teachers can choose to include grading of writing quality as part of the rubrics they develop for grading social media based assignments and class work.
- **Encourage dialogue, reach more students**-It’s social! “Let’s talk”! Sometimes anything that can draw out reluctant teens and pre-teens is a good thing when the goal is to communicate. One clear advantage of socializing across the Internet is that it is seen as less intimidating than face to face contacts and can allow shy students to express themselves more comfortably.
- **Avoiding Technophobia** - By spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.
- **Vodcast**- Wikipedia (2010b) defines the vodcast as a series of digital media files (either audio or video formats) that are released episodically and often downloaded through web syndication. A vodcast mainly is used to deliver videos on demand to patrons over the web. The functioning features and limitations of vodcast are similar to those of podcast. The size of video programmes is comparatively larger than the size of audio programmes; therefore, vodcasts need highspeed Internet connectivity. To reduce downloading time, vodcast video clips are typically three to 5 min in duration. Certain information, such as the physical layout of the library, general searching skills, and the self-issuing and returning of books can be explained effectively through visual clips. For example, the Library of University of Leicester provides video streams over vodcast to explain the procedure for self-issuing and returning of books. Mount Allison University’s Library provides video streams to demonstrate search strategy, plagiarism, and so forth.

DISADVANTAGE OF SNS

In this era, opportunities in education are available like never before. While using SNS the teacher and students will face some of the disadvantages. The following are the disadvantages of SN in education.

- ✦ **Privacy** :The SNS such as Facebook and Twitter are open for anyone who wants to participate. Studies have shown that users will express very powerful concerns about privacy of their personal information, but be less than vigilant about safeguarding it. Although a lot of the information individuals' supply on SNS is elective, users are progressively more comfortable with displaying a great deal of personal information online. So, the privacy is one of the obstacle that has faced the use of SN in education. It is believed that this outpouring of identifiable information and the easy communication vehicle that SN services opens the door to sexual predators, cyber bullying and cyber stalking.
- ✦ **Real friendship** :Through SN, person has a lot of friend but the quality and integrity of these friendships is not always true. On the other hand, data on these social-networking sites for a person is not always 100% honest and reliable, and they do not verify personal details (age, location, etc.) of their members. So, having many friends through SN sites is likely to be more harmful than good. This will affect the use of SN in education.
- ✦ **Miscommunication** :E-Learning does not afford the student with the same opportunities of explanation and clarification that occur in face-to-face interaction. Learners face some difficulty through SN in expressing their views and ideas in writing, as many learners prefer to express their ideas orally which is approach they have used for many years through their study,
- ✦ **Authentication** : The degree to which private information is available online and the anonymity the

internet seems to provide has made students forget the need to filter the information they post. Many colleges and potential employers investigate an applicant's SN profiles before granting acceptance or interviews. Most students don't constantly evaluate the content they're publishing online, which can bring about negative consequences months or years down the road.

- ✦ **Fake Profiles** :Another ill-practice that has boomed over the years is the existence of the numerous fake user profiles in these sites. Fake female-profiles attract a section of the male users and in extreme cases this has even resulted in disastrous results due to misguidance and abuse of social rights.
- ✦ **Bullying and Trolling** : With growing use of social networking sites undesirable elements have crept up who resort to needless bullying, defamation, harmful commenting and pranks and persecute hapless, innocent victims and pages. These elements are often mentally unsound in real person and use their social media profiles as an alter-ego of what they actually are. Such practices cause emotional trauma both for the victim and the 'bully'.
- ✦ **Irresponsible Behavior** :Many users believe that they cannot be held responsible for anything they do or say on the social network. Out of this belief they often resort to misusing their freedom of expression and free speech. They abuse others' rights for the same. While laws against cyber violations may not be strong enough, yet they are becoming stronger by the day. Instances where severe penalties have been imposed on offenders are not uncommon.
- ✦ **Issues with adapting and managing the learning software** :For both instructors and students who are shifting from teaching or learning through lectures and handouts in the classroom to using advanced software it's a bit problematic to them if they have not developed the skills yet in operating them. It takes some time for some people to adapt to the usage of the software.

CONCLUSION

SN is built on the idea of how people should know and interact with each other. It gives people the power to share, making the world more open and connected. SN has a vital influence on our live as it helps a lot in every field of life such as political, economical, social and educational field. SNs allow users to share ideas, activities, events, and interests within their individual networks. SN includes varied online technology tools that allow people to communicate easily via the Internet to share information and resources. There are lots of SNs available on the internet and user can select the suitable site on his/her needs & demands. Social networks focuses on supporting the relationships between librarians and students for learning, teaching, professional development and content sharing. Some sites are being built to foster relationships that include educational blogs, e-portfolios, formal and ad-hoc communities, as well as communication such as chats, discussion threads and synchronous forums. These sites also have content sharing and rating features.

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