

**A Monthly Multidisciplinary Double-Blind Peer-Reviewed International Refereed Research  
Journal**

**IJSIRS**

**(UGC Approved)**

**International Journal of Scientific and Innovative Research Studies**

**ISSN : 2347-7660 {Print} ISSN:2454-1818 {Online}**

**Volume –XII, Issue –I, January-2024**

**Chief Editor**

**Dr. Santosh Kumar Yadav (India)**

**Associate Editor**

**Dr. Upendra Nath Shukla (India)**

1. **Editing of the Research Journal is processed without any remittance. The selection and publication is done after recommendation of subject expert referee.**
2. **Thoughts, language, vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper is entirely of author.**
3. **In any condition if any National / International University denies to accept the research paper published in the Journal then it is not the responsibilities of Editor, publisher and Management.**
4. **Before re-use of published research paper in any manner, it is compulsory to take written acceptance from Chief Editor, unless it will assumed as disobedience of copyright rules.**
5. **All the legal undertaking related to this journal is subjected to be hearable at Lucknow jurisdiction only.**

## International Journal of Scientific and Innovative Research Studies

---

The ***Editorial Board*** members edit manuscripts after they have been peer-reviewed. The Editor ensures that revisions have been completed if requested by peer reviewers. The Editor also make sure that manuscripts are grammatically correct, consistent in style, readable, and free of plagiarism or other scientific misconduct.

The ***Review Board*** members are expert in their respective subject area. In order to encourage a double blind review process where the referee remains anonymous throughout the process, we haven't formed stable Review Board. For each issue, we are inviting guest reviewers according to article received of particular subject. Reviewers are expected to write reviews in a timely, collegial and constructive manner.

The **International Advisory Board** provides advice and guidance for the ongoing development of IJSIRS journal. We are always open to new ideas and suggestions for enhancing the quality and stature of our journal.

# International Journal of Scientific and Innovative Research Studies

ISSN : 2347-7660 {Print} ISSN:2454-1818 {Online}

---

## Welcome to IJSIRS

International Journal of Scientific and Innovative Research Studies is a monthly international multidisciplinary peer Reviewed refereed research journal. It covers all disciplines including Arts, Science, Commerce, Social-Sciences, Engineering & Technology, Tourism & Management etc... The Languages of Research Paper are English, Hindi & Sanskrit. It is published every month. Researchers are honored with Certificate for research paper. This journal functions as an excellent research paper which focuses on discourse in academics discipline. The scope of articles for our journals includes case studies, theoretical and empirically based research. All manuscript shall be peer reviewed and selection shall be based on the strength of quality, originality and contribution to research.

### Mission:

Our mission is to contribute to the progress and application of scientific discoveries, by providing free access to research information (in future online) without financial, legal, of technical barriers. The journal stresses on academic excellence, research rigor and collaborative scholarly efforts.

- To recognize the achievements of researchers, research leaders and research institutions;
- To disseminate, publish and utilize multidisciplinary and discipline-specific journals.

### Objectives:

1. To publish original innovative and novel research articles
2. To encourage scholars to write their research ideas.
3. To encourage scholars to write high quality research papers.

### Motto :

1. To recognize world Wide
2. Expert Double blind Peer-Review
3. Fast and Quality Publication

### Benefits :

1. Certificate of Excellence
2. High Quality Print Copy of journal at your postal address
3. Additional PDF copy @your email

### Discipline Covered:

It covers all disciplines including Arts, Science, Commerce, Law, Nursing, Pharmacy, Performing Arts, Natural Sciences, Physical Education, Architecture, Fine arts, Education, Engineering and technology, Humanities, Social Sciences, Tourism Management, Business Administration, Agriculture, Library and Information Science, Fisheries/Veterinary Sciences, Computer Application/IT, Business Studies, Accounting and Finance, Literature, etc

International Journal of Scientific and Innovative Research Studies

ISSN: 2347-7660 {Print} ISSN:2454-1818 {Online}

---

VOLUME – XII, ISSUE-I - January-2024

**CONTENTS**

No.	Topic	Author's Name	Page No.
1.	वर्तमान दौर की मीडिया में महिलाओं की भूमिका का मूल्यांकन	प्रो० वीरेन्द्र सिंह यादव	01-06