

INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE



ISSN 2319 – 9202

An Internationally Indexed Peer Reviewed & Refereed Journal

WWW.CASIRJ.COM
www.isarasolutions.com

Published by iSaRa Solutions

Contents

PERCEPTION MANAGEMENT BY INDIAN ARMY DURING THE MANIPUR CONFLICT	11
1. Harjeet Singh Sahi	11
2. Dr. Sarbananda Sahoo	11
WINNING HEARTS & MINDS : A UNIQUE APPROACH IN J&K	17
1. Ravinder	17
2. Dr. Nahid Parveen.....	17
Socio-Economic Status of Differently abled Persons in Six Municipal Wards of Midnapore Municipally	20
Swarup Rana	20
SUSTAINABLE BUSINESS MODEL AND CORPORATE SOCIAL RESPONSIBILITY PRACTICES OF INDIAN FIRMS NAMELY; TATA GROUP, INFOSYS AND TCS	31
Harshdeep Kaur	31
Efficacy of Poly-Digital Approaches in Mental Health and The Aggregation of Marginal Gains	36
Pia Singh	36
Dr. Satyen Sharma	36
Gandhian Swaraj and the Ethics of Self-Governance: A Critical Political Inquiry	45
Pratik Patel	45
Safeguarding Heritage- Intellectual Property Protection for Traditional Knowledge	64
Dr. Priya Mahajan	64
Article	75

















