The Journal of Interdisciplinary Approach

Lingaya's Journal of Professional Studies

Volume 13, Number 01, July-Dec 2019











"Par Excellence with Human Touch"

LINGAYA'S VIDYAPEETH

(Approved by MHRD / AICTE / PCI / BCI / COA / NCTE, Govt. of India u/s 3 of UGC Act 1956)

www.lingayasgroup.org | www.lingayasuniversity.edu.in

The	2 Journal of Interdisciplinary Appro Patron	oach		
President Mr. K. J. Rama Rao	Tation	CEO & Chancellor Dr. Picheswar Gadde		
Vice Chancellor Prof. D. N. Rao		Chief Editor Prof. Krishna Nath Pandey		
Editorial Board				
Prof. S.V.A.V. Prasad (Dean Corporate Affairs)	Dr. Prem Kumar Saini (HOD-Pharmacy)	Prof. Iqbal Ahmed Khan (HOD Mechanical Engg.)		
Dr. Manoj Kumar Malik (Coordinator-IQAC)	Dr. Meenakshi Kaushik (HOD Management)	Ms. Kavita Nagpal (HOD-Architecture)		
Mr. Sitesh Kumar Singh (HOD-Civil Engineering)	Dr. Shikha Gupta (HOD School of Basic and Applied Sciences)	Dr. Mouna Gupta (HOD-Education)		
Advisory Board				
Prof. Bhim Singh Department of EE.Indian Institute of Technology, New Delhi. Prof. A.P. Mittal Netaji Subhash Institute of Technology, Azad Hind Fauz Marg, Sector-3, Dwarka, New Delhi	Professor, School of Business Studies, Sharda University, Knowledge Park 3, Gr. Noida Prof. Karan Singh Department of Chemistry, Eternal University, Himachal Pradesh-173101	Dr. S.B. Bhanu Prashanth Professor in Electronics & Communication. B N M I T., BSK-2 Stage.Bangalore-70. Dr. K. Mustafa Head-Department of Computer Science, Jamia Millia Islamia (Central University), New Delhi 110025		
Prof. R.C. Sharma Dean(IC), Delhi Technological University, Shahbad Daulatpur, Main Bawana Road, Delhi Dr. Sandeep Singh K. R. Mangalam University, Gurgaon, (HR).	Prof. Madasu Hanumandlu Professor of Electrical Eng., Indian Institute of Technology, New Delhi. Prof. Sudhinder Singh Chowhan Principal, NIMS Institute of Management, NIMS University Rajasthan, Jaipur.	Prof. Avinash C. Sharma Professor of Physics & Director, Acadmic Affairs, GGS Indraprastha University, Delhi-110403 Dr. Chandra Pal Yadav Department of Commerce, Government College, Krishan Nagar, Mohinder Garh (HR).		
Dr. Ram Prasad Bagari Department of ABST, SPC Government College, Ajmer, Rajasthan.	Prof. Lokesh K. Bansal Department of ECE, JECRC, Jaipur.	Prof. Dharmendra Mehta Reader, FMS, Pt. JNIBM, Vikram University, Ujjain. M.P.		
Dr. Ajay Yadav Department of English, Government College, Krishan Nagar, Mohinder Garh (HR).	Prof. Sunil Pandey Fellow, Centre for Environment Sdudies, The Energy Resources Inst. (TERI), New Delhi.	Dr. Ashu Singh Director, Lingaya's Lalita Devi Inst. of Management & Science, Mandi Road, New Delhi		

LINGAYA'S JOURNAL OF PROFESSIONAL STUDIES

The Journal of Interdisciplinary Approach

Vol. 13, No.1, July - December 2019

Contents

1	Rural Communication: Traditional & Folk Media for Brand Promotion Satya Prakash Pandey Department of Commerce, University of Lucknow, Lucknow	01-12
2	Gaps Analysis on Muslim Minority Education: A Study of Siddhartnagar in Uttar Pradesh A. K. Singh, Nasruddin and Himanshu Chandra Regional Centre for Urban and Environmental Studies, Lucknow University Campus, Lucknow	13-41
3	Transparency in Urban Governance: A Study of Municipal Corporations in Madhya Pradesh and Uttar Pradesh S. K. Singh Department of Public Administration, University of Lucknow, Lucknow	42-56
4	Outreach of Micro Finance in India O. P. Singh Department of Community Medicine and Public Health, KG. Medical University, Lucknow	57-66
5	DNA Binding Interactions and Antioxidant Activities of Heterocyclic Derivative Rizwan Arif ^{a*} and Anurakshee Verma ^b , aDepartment of Chemistry, Lingaya's Vidyapeeth, Faridabad, Haryana bSchool of Pharmacy, Lingaya's Vidyapeeth, Faridabad, Haryana	67-75
6	Sociology of Urban Sanitation: With Special Reference to Uttar Pradesh Dr. Santosh Kumar Singh & Dr. Shailendra Kumar Post-Doctoral Fellows (ICSSR), Department of Sociology, University of Lucknow, Lucknow	76-91
7	Use of ICT in Technical Education: A Study of Uttar Pradesh Sanjay Kumar Chaurasia Research Scholar, Faculty of Management Studies, Shri Venkeshtwara University, Gazrauli, U.P.	92-105
8	Strategic Planning for Development of Tourism Resources Dr. Vishal Kumar Singh Manager (Human Resources), Vivekanand Polyclinic and Institute of Medical Sciences, Lucknow	106-116