## **Contents**

1.	Does New Media Really Impact Children? Professor Chandrabhanu Pattanayak, <i>Director</i> , CCTE & University of Hawai'I, Manoa	Page 1-7
2.	Role of Micro, Small and Medium Enterprises in the Indian Economy Dr. Garima Malik, Department of Economics, DCAC, DU	8-17
3.	Corporate Social Responsibility: A Welcome Step in the Right Direction Dr. Rajiv Chopra, OSD-Principal, DCAC, DU	18-19
4.	South Asian Environmental Diplomacy: Species Conservation And Beyond	
	Dr. Atanu Mohapatra, Assistant Professor, Dept. of Extension & Communication, The M S University of Baroda, Gujarat	20-28
5.	Rural Wages and Salary Earnings in India: Analysis of the Recent Trends across Gender	
	Deepika Jajoria, Assistant Professor in Economics at Shyamlal College, DU	29-41
6.	Media Concentrations and Pluralism - An Analysis Dr. Prashant Kumar, OSD Principal, Aurobindo college, DU	42-45
7.	New Media and its impact on Political Communication *Deepti Ganapathy, Independent Journalist, Research Scholar at the University of Mysore	
	** Dr. Sapna M S, Assistant Professor at Department of Communication and Journalism, University of Mysore	46-50
8.	New Media Tools and Modern ingredients Influence Production of Culture Dr. Dharmesh Pushpa Dhawankar, Assistant Professor, Dept of Mass Communication, Nagpur University	51-58
9.	Islamic Accounting – A Different Aspect of Accounting *Om Dutt, Assistant Professor(ad-hoc),Swami Shraddhanand College,DU **Akshay Mishra, Guest lecturer, DCAC, DU.	59-64
10.	Awareness of Indian Consumer on Corporate Social Responsibilty Mrs. Rina Gupta, H.O.D. Lasting and Consultant	65-72
11.	Media Pluralism: A Study of Select Regional News Channels Mahvish Rahman, New Media Wing of M/O I&B	73-85

12.	French Retrospect of Miraculous Power and Absurd Believes of Fakir, Jogis, Mullas and Sanyasis Sakul Kundra, Assistant Professor, History, Motilal Nehru College, DU	86-95
13.	Benazir's Refracted Images Tanvi Sharma, Assistant Professor (Ad-Hoc), English literature, Shaheed Bhagat Singh College, DU	96-101
14.	Men And Masculinities In The Buddha of Suburbia, The Black Album and Something To Tell You Samana Madhuri, Assistant Professor (Ad-hoc), S.G.N.D Khalsa, D.U	102-111
15.	Canadian Indigenous Writings and Tomson Highway: A New Form of Resistance Dr. Santosh Bharti, Assistant Professor, Department of English, Delhi College of Arts and Commerce, DU	112-119
16.	Bhramyomaan Theatre of Assam: A study of its origin and place within the Popular Violina Borah, Research Scholar, Centre for English Studies J.N.U.	120-125
17.	Politics of Secularism; the Case of Congress and BJP: How To Resolve It Tamanna Khosla, Assistant Prof, in Political Science in DCAC, DU	126-133
18.	Homohop: A Study of Sexuality and Music Ved Prakash, Guest Lecturer, English, DU	134-139
19.	Shelters In Ancient Literatures And Modern Urban Housing Dr Reena Kumari, Guest Faculty, Non-Collegiate Women Board, DU	140-146
20.	Poverty, Food Security And The Post-2015 Development Goals Tejinder Pal Singh, Research Scholar, Department of Sociology, Panjab University, Chandigarh	147-152