IISRA-International Journal of Research

A Peer-Reviewed Print-in and Online International Journal for Research Activities & Case Studies & an Initiative of the IISRR

VOL- 4; ISSUE- I; JULY 2018

ONLINE VERSION ISSN-2394-885X

(PRINT VERSION : ISSN- 2394-6873)



Indian Institute of Social Reform & Research

[Registered under Govt. of West Bengal ACT XXVI of 1961; Registration No- S/2L/ No 10729 of 2013-14]

P-14, Regent Estate, F-3B, Kolkata 700092, India Website: www.iisrr.in * email: iisrr09@gmail.com Volume: 4 Issue: I Online Version July- 2018 ISSN 2394-885X

国家がた

IISRR - International Journal of Research

A Peer-Reviewed Print-in and Online International Journal for Research Activities & an Initiative of the Indian Institute of Social Reform & Research

> Volume: 4; Issue: I July, 2018

Online Version: ISSN 2394-885X

The contents of the articles, the views expressed therein and checking of Plagiarism are the sole responsibility of the authors, and the Editorial Board will not be held responsible for the same.



Indian Institute of Social Reform & Research

[Registered under Govt. of West Bengal. ACT XXVI of 1961,Registration No- S/2L/ No 10729 of 2013-14] Website: www.iisrr.in email: iisrr09@gmail.com

IISRR - International Journal of Research

A Peer-Reviewed Print-in and Online International Journal for Research Activities & an Initiative of the Indian Institute of Social Reform & Research



Volume: 4; Issue: I July, 2018

© IISRR

Annual Subscription : INR Rs.100.00; USD \$5

Designed & Published by

Dr. Asit Kumar Das Director Indian Institute of Social Reform & Research P-14, Regent Estate, F-3B, Kolkata 700092, India, email: iisrr09@gmail.com; Website: www.iisrr.in

> Online Journal Maintained by mathforumtech.com

Printed at Occsa Printer

Halisahar, North 24 Parganas



JJSRR - International Journal of Research Online Version: ISSN 2394-885X; Print version: ISSN 2394- 6873 © IISRR Volume: 4; Issue: I; July, 2018

Advisers

Mr. Asoke Motayed Eminent Environmental Engineer-Scientist; International Industrial Advisor; CEO of NexGen Systems Corporation, USA

Dr. Robin Groves Former President, International Council of Association for Science Education, Australia

> Dr. Pranab Kumar Chakraborty Former Dean, University of Calcutta, Kolkata, India Dr. Dilip Kumar Mohanta

Former Vice-Chancellor, Kalyani University, India; Professor, Calcutta University

Dr. S.N. Pathan Former Vice-Chancellor, Nagpur University

> **Mr. Sampson David**, Jt. Secretary, AIU, New Delhi

Dr. Soroshi Mohan Dan Pro Vice-Chancellor, Bardwan University, Bardwan

> **Prof. Sudin Chattopadhyay** Former President, WBCHSE, India.

Prof. Ujjwal Basu Former President, WBBSE, India.

Dr. Amal Kumar Chatterjee Former Professor, David Hare Teachers' Training College, Kolkata.

Dr. S. N. Giri

Former President, All India Science Teachers' Association& Former Professor, David Hare Teachers' Training College.

Dr. Santosh Kumar Ghorai Former Registrar, Rabindra Bharati University; Former Professor, Vidyasagar University.

Editor-in-Chief

Dr. Asit Kumar Das

Director, Indian Institute of Social Reform & Research; Kolkata Former Dean (SW), University of Kalyani, W.B., India Professor, Seacom Skills University, West Bengal



IISRR-International Journal of Research

Online Version: ISSN 2394-885X; Print version : ISSN 2394- 6873 © IISRR Volume: 4; Issue: I; July, 2018

EDITORIAL BOARD

Editor-in-Chief

Dr. Asit Kumar Das

Director, Indian Institute of Social Reform & Research; Kolkata Former Dean (SW), University of Kalyani, India Professor, Seacom Skills University, West Bengal

Editors

Dr. S.C. Agarkar

Professor and Dean, VPM's Academy of International Education and Research, Thane, Former Professor, TIFR, Mumbai;

Dr. G. Saha

Professor of Science & Technology Education, Lincoln University of Missouri, Jefferson City, USA

Dr. Nripen Bhaumik

Professor & Head of Neurology, KPC Medical College; Former Professor, Kolkata

Dr. M. A. Sikandar Registrar, Maulana Azad National Urdu University, Hyderabad; Former Director, National Book Trust, New Delhi.

> **Dr. Rama Prasad Barman** Former Emeritus Scientist, Zoological Survey of India

Dr. Subir Kumar Das Professor, JNM Medical College, WB University of Health Sciences, Kolkata

> Dr. Subhamoya Das Professor, Dept. Of Commerce, University of Kalyani

Prof. Madan Mohan Chel Professor, Department of Education; Seacom Skills University, W.B.

Dr. Sucheta Pryabadini

Jt. Registrar, KIIT University, Bhubaneswar, Odessa

Dr. Asitava Das,

Librarian, University of Kalyani

Mr. Debasish Pal

Indian Institute of Social Reform & Research, Kolkata.

Dr. Sibsankar Jana

Assistant Professor, University of Kalyani

Mr. Amitava Das Former Scientist, Zoological Survey of India

Dr. Anira Phipon Lepcha

Assistant Professor, Sikkim University, Sikkim

Peer Review Committee

(There are Peer Review Committees on each of the following broad areas/ sub theme, consisting of experts from different subject areas)

1. Sciences, Education & Health Sciences; 2. Engineering & Technology;

3. Social Sciences; 4. Finance, Law& Management Sciences; 5. Culture, Fine Arts & Visual Arts.



IISRR - International Journal of Research

ONLINE VERSION: ISSN 2394-885X; PRINT VERSION : ISSN 2394-6873

PUBLICATION OF SPECIAL ISSUE OF IISRR-IJR IIISRR Publish Special Issues On Specific Topics / Events In Collaboration with Any Institution Proceedings Of Specialized Conference, Papers Presented At Seminars, Symposium, Workshops *(Contact Editor-in-Chief for Publication of Special Issues)* PUBLICATION FEES (Fees to be sent after getting the Acceptance Letter from Director, IISRR or Editor-in-Chief of the Journal, for publication) : IISRR- IJR charges following amount towards meeting the cost of publication only. Fees to be paid in the form of Demand Draft

IISRR- UR charges following amount towards meeting the cost of publication only. Fees to be paid in the form of Demand Dratt in favour of **"Indian Institute of Social Reform & Research", payable in Kolkata.** Money may also be sent through RTGS mode. Regular Members of the Journal will be allowed to get 25% concession of the following fees.

- i) Indian Authors- Initial cost @Rs.1000/- for single author, for 4 Pages (2000 words) and with maximum 4 diagrams/ charts/ tables/ maps etc. Additional fees @Rs.150 for additional each page (700 words) or part of it will be charged in addition to normal charges. Further, additional fee @Rs.400/ each for second/ third and subsequent authors have to be paid. All authors are entitled to receive a complimentary copy; however, postage to be borne by the author(s).However, all authors are entitled to receive a complimentary copy.
- ii) International Authors need to pay fees in INR, equivalents of @US\$25 for single author for an article with a length of 2000 words/ 4-pages. However, an additional fee in INR, equivalents of @ US\$10 for each of second/ third ... authors has also to be paid. Further, it may be noted that Additional fees to be paid in INR, equivalents of @ US\$ 5 for every additional each page (700 words) or part of it. All authors are entitled to receive a complimentary copy; however, postage to be borne by the author(s). However, all authors are entitled to receive a complimentary copy. Both Print version and Online link will be sent by email.

MEMBERSHIP FEES for IISRR-IJR (Journal)

i) Individual Membership:

a) Yearly: Indian- Rupees Two hundred (Rs.200/-);Foreigner :USD \$6
b) Life Membership: Indian- Five thousands (Rs.5000/-); Foreigner :USD \$150

ii) Organization/ Institutional Membership:

a) Yearly: Indian- Rupees Five hundred (Rs.500/-) ; Foreign Organization :USD \$15 b) Life Membership: Indian Ten thousands (Rs.10,000/-); Foreign Organization :USD \$300

MODE OF PAYMENT OF FEES

Membership Fees to be paid in the form of Bank Draft/ Cheque, drawn in favour of "Indian Institute of Social Reform & Research", payable at Kolkata. OR Fees may be deposited directly (through RTGS/NEFT) to the following SBI Bank Account.

Details for RTGS/ NEFT to SB A/C of IISRR

Payment in favour of : "Indian Institute of Social Reform & Research", payable at Kolkata Bank : State Bank of India, Jadavpur University Branch, Kolkata SB A/C No. : 33887328175 IFS Code : SBIN000093

FACILITIES FOR MEMBERS

- 1. IISRR-International Journal of Research all issues free of cost.
- 2. 25% Fees concession for publication in Journal.
- 3. All Publications @25% concessional rate.
- 4. Participation in general Seminars, Symposium, Workshops etc. organized by IISRR free of cost.
- 5. Participation in National/International Seminars, Symposium, Workshops etc. organized by IISRR (Cconcession@25%)



JJSRR - International Journal of Research A Peer-Reviewed Half-Yearly Online International Journal for Research Activities & an Initiative of the IISRR

Volume: 4; Issue : I; July, 2018 **CONTENTS**

Authors	Article No	Articles	Page No
Title Page		Editorial Board, Publication & Membership fees, etc.	1-7
Prof. Asit Kumar Das Editor-in-Chief		Editorial	8
Prof. Gouranga Saha Prof.Rodney L. Doran Lincon University, USA	1	A Performance-based Laboratory Assessment of 'Diffusion' at the High School Level	9-13
Mr.Alamgir Biswa, Adamas University, Kolkata	2	Copyright Issues For Digital Libraries - an Indian Context	14-19
Dr. Tapas Kumar Chatterjee	3	Persons in India and Rights Movements: A Perspective	20-26
Mr. Santwan Chattopadhyay, Jadavpur University, Jolkata	4	Municipal Public Relations: Ethical Framework	27-31
Mr. Patit Paban Santra, Ex-Student, Kalyani University	5	Region Wise Growth of Open Access Journal on Arts & Humanities from 1999 to 2017	32-37
Dr. Kartick Chandra Pramanik, Associate Professor, Bankura University	6	Prediction of Academic Achievement by Intrinsic Motivation across Styles of Learning of Eleventh Grade Students	38-47
Ms. Priyanka Sengupta Mr. Kunal Kanti Hazra Prof. Madan Mohan Chel	7	Rural Marginal Producers In West Bengal	48-63
Mr. Kunal Kanti Hazra Prof. Jayanta Mete	8	Values Of Inclusive Education System In India Through Community Development	64-77
Mr. Rabi Kumar Dey Dr. Sibsankar Jana	9	Metadata Elements for Cultural Objects- A Comparative Study of Metadata Schemas	78-84
Mr. Jahiruddin Halder	10	Edited- Role of HRM Strategies in Employee Retention in the Hotel and Hospitality Industries	85- 94
Some important Information about the IISRR-IJR		Invitation of Articles; Author's Guideline; Copyright Agreement; Membership Application. Etc.	95-100



JJSRR - International Journal of Research A Peer-Reviewed Half-Yearly Online International Journal for Research Activities & an Initiative of the IISRR Volume: 4; Issue : I; July, 2018

A BRIEF ABOUT THE AUTHORS

Name of the Authors	Article No	A Brief About the Authours	
Prof. Gouranga Saha	1	Emeritus Professor, Lincon University, USA	
Prof. Rodney L. Doran	1	Professor, Lincon University, USA	
Mr.Alamgir Biswa,	2	Professional Assistant, Adamas University, Kolkata	
Dr. Tapas Kumar Chatterjee	3	Former Registrar of - North Bengal University, Siliguri, Darjeeling; & Gourbanga University, Maldah; West Bengal	
Mr. Santwan Chattopadhyay	4	Assistant Professor, Jadavpur University, Kolkata.	
Mr. Patit Paban Santra,	5	Ex-Student, Kalyani University; Kalyani, Nadia.	
Dr. Kartick Chandra Pramanik,	6	Associate Professor, Bankura University; Bankura, WB.	
Ms. Priyanka Sengupta ¹ Mr. Kunal Kanti Hazra ² Prof. Madan Mohan Chel ³	7	¹ Research Scholar, Adamas University; Kolkata ² Research Scholar, Seacom Skills University; Santiniketan, WB. ³ Professor & Head, Dept. of Education, Seacom Skills University.	
Mr. Kunal Kanti Hazra ¹ Prof. Jayanta Mete ¹	8	¹ Research Scholar, Seacom Skills University ; Santiniketan, WB. ² Professor, University of Kalyani , Klayani, Nadia.	
Mr. Rabi Kumar Dey ¹ Dr. Sibsankar Jana ²	9	¹ Research Scholar, Kalyani University; ² Associate Professor, University of Kalyani, Kalyani, Nadia	
Mr. Jahiruddin Halder	10	Research Scholar, Himalayan University, Arunachal Pradesh.	



IISRR - International Journal of Research A Peer-Reviewed Half-Yearly Online International Journal for Research Activities & an Initiative of the IISRR Online Version : ISSN 2394-885X; Print Version : ISSN 2394-6873 Volume: 4; Issue : I; July, 2018

Editorial

The Indian Institute of Social Reform & Research is going to publish the IISRR-International Journal of Research; Volume-4; Issue-I; July 2018, both Print (ISSN 2394-6873) and Online Versions (ISSN 2394-885X). We would request you to visit our website (www.iisrr.in/journal) for details. We regret for delaying in publishing these issue of the Journal.

General Issues, except special issues, of our Journal cover an eclectic combination of topics rather than to make it an exclusive preserve of any particular discipline. We shall make attempts for the journal to not only showcase the diverse range of research but also to provide researchers and practitioners a platform to discuss pertinent issues that have wider implications on the different facets of academic, social and scientific world.

We would like to extend our thanks and gratitude to all Authors of the Articles, Reviewers, Advisers, Members of the Editorial Board and all other persons who have extended their direct and /or indirect cooperation for publishing this Issue of the IISRR-IJR, and the future issues too.

We welcome academicians, researchers, and potential contributors for contributing their articles, research findings, reports of case studies etc. for the next issues of this Journal; and we are looking forward for receiving your contributions. We welcome submissions not only from established areas of research, but also from new and emerging fields of research too. We cordially invite your views, suggestions and criticisms for improving the next issues of the IISRR-IJR.

We would like to request all Educational Institutions, Institutes of Higher Learning, and Research Organizations for organizing different collaborative activities; including publishing of papers, abstracts, proceedings of seminars, symposium, workshops, etc. organized by their esteemed institutions.

Cooperation of all concerned is earnestly solicited.

Hsit Kumar Das

Editor-in-Chief