

Dr. J. P. Mishra

Pacific University Journal of Social Sciences

Vol. 1	Issue 2	25 May, 2017	Udaipur
The Ascendar Framework Dr. Rahul Vyas	nt Cycle of Cyber Cri	imes: An Ordeal for the Present Legal	1
_	Class of Udaipur Dist	hic Attributes' on the Saving Habits of crict of Rajasthan	6
Primary Leve	l Teachers of Govern th District of Rajastha ar Gaud	g Aptitude and Effectiveness in the ment and Private Schools of Udaipur n	16
Redefining M Gaurav Dhakar Shatakshi Tripathi Dr. N. S. Rathore	larketing Mix for Digi	tal Marketing	26
Farmers' Riot Dr. Leena Sharma	s: A Vulnerable Issue		36
Critical Factor Effect Evaluation on Integration of Discrete Mathematics Practices in Secondary Schools' Course Curriculum Manila Jain Dr. Dilendra Hiran			40
-	ence to Healthcare Ind	em for Social Entrepreneurship with lustry	50
-	isfaction for Performa	lic and Private Milk Organization's ance Appraisal System	63

Pacific University Journal of Social Sciences

A Peer-Reviewed Biannual Publication of Pacific Academy of Higher Education and Research University (PAHERU), Udaipur

Patrons

Shri B.R. Agrawal

Patron & Founder Chairman PAHER University

Chairman, Editorial Board

Prof. Bhagwati Prakash Sharma

President PAHER University

Consulting Editor

Prof. R.P. Joshi

Former Dean, Social Sciences MDS University, Ajmer Former Emeritus Fellow Central University of Rajasthan

Jinendra Vyas

Asst. Prof. of Operation Management

Pacific Business School, Udaipur

Dr. Saurabh Tyagi

Asst. Professor of Geography

Pacific College of Social Sciences and Humanities PAHER University

Prof. M.P. Dube

Vice-Chancellor

UP Rajarshi Tandon Open University, Allahabad

1 au oi

Shri Rahul Agrawal

Secretary PAHER University

Editor-in-Chief

Dr. Bhawna Detha

Dean, Social Sciences & Humanities PAHER University

Managing Editor

Ashish Adholiya

Assistant Professor of IT and Marketing Pacific Institute of Management PAHER University, Udaipur

Shri Ashish Agrawal

Finance Secretary PAHER University

Group Editor

Dr. Mahima Birla

Provost PAHER University

Consulting Editor

Prof. S.C. Rajora

Former Professor of Sociology & Director (Research) University of Kota

Editorial Board Members

Dr. Manoj Dadheech

Asst. Prof. of History
Pacific College of Social Sciences and Humanities
PAHER University

Dr. Neelima Arva

Asst. Prof. of Sociology
Pacific College of Social Sciences and Humanities
PAHER University

Dr. Subhash Sharma

Associate Prof. of English Faculty of Management PAHER University

Dr. Meenakshi Panchal

Asst. Prof. of Economics Pacific College of Social Sciences and Humanities PAHER University

- Editorial Advisory Board

Dr. Rudolph Reyser

Chair at World Centre of Indigenous Studies Washington, USA

Prof. Yogesh Atal

Former Professor of Sociology Presently, Professor Emeritus M.P. Institute of Social Science, Ujjain

Prof. Y.C. Desai

Professor of Public Administration School of Public Administration University of New Mexico, USA

Coordination

B.C. Kumawat

Prof. Ashwani Mahajan

Professor of Economics DAV College, New Delhi

Prof. Z. N. Patil

Former Professor of English (Linguistics) The English and Foreign Languages University Hyderabad (Telangana)

Editorial Associates

Contact

Ashish Adholiya

Assistant Professor of IT and Marketing Pacific Institute of Management PAHER University, Udaipur asia_1983@rediffmail.com

Circulation Manager **Dr. Asha Galundia**

Layout Sanjay Sankhla Praveen Choubisa

Printed and Published by:

Dr. Mahima Birla (Indian) on behalf of Pacific Academy of Higher Education and Research University

Pacific Hills, Pratapnagar Extn. Airport Road, Udaipur (Rajasthan) 313001

Printed at:

Yuvraj Papers 11-A, Indra Bazar, Nada Khada Near Bapu Bazar Udaipur (Rajasthan) 313001

The views expressed in the articles/papers in Pacific University Journal of Social Sciences are those of the authors only