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ENHANCING EFFECTIVENESS OF ILLUSTRATION



Vijay Kherde
Research scholar JJTU Rajasthan.

Short Profile

Vijay Kherde is a Research scholar at JJTU Rajasthan.



ABSTRACT:

The issue of what separates and what unites art and illustration raises far-reaching questions that, unfortunately, cannot be addressed. However, this much has become clear; in order to make a differentiated statement about the relationship between 'art and illustration', one cannot avoid questioning the motivation and desire of understanding of both art and illustration that underlies their comparison. In the same way as art cannot be reduced to "know-how", the artificial-sounding 'distinction between artistic and commercial' illustration runs the risk of lagging behind current discussions in art.

KEYWORDS

Enhancing effectiveness , illustration , communication objectives , commercial application.

INTRODUCTION:

Enhancing Illustration and design clarity:

Clarity of thought is very essential today. A related, but differently motivated version of this, though, is the distinction between 'method and context'. It has long become accepted practice in the fine arts, to use methods and techniques from illustration and design for artistic purposes – and vice versa. Still, the contexts of art, illustration and design remain clearly distinct. Each genre has specific goals, working conditions and means of promotion. In whatever context a work is produced, it is connected to its respective "chain of use". In the context of art, a work ideally progresses from a gallery via a curator to a museum or private collection. Within the context of commercial design, however, this progression is influenced by the client, the communication objectives and the commercial application.

A drawing, calligraphy, typography, painting, sculpture, graphic design should be aesthetically good and functionally convenient. If it is made for a corporate purpose then it should involve a particular group of audience, so it needs to be functionally easy to understand.

Masters of art believes that if one is doing a technical drawing then he must follow the principles of technical functionality. Researcher himself has handled many media for illustration such as lino, woodcut, scraper board, screen, photogram, paper screen. He has even created his very own screen. Researcher enjoys experimenting with his work. Illustrators should take care that the end result must look aesthetically good and quality should reflect; even if it is experimental. He personally enjoys handwork as an approach to enjoying the process of making illustration.

Camera can give you a realistic feel but a realistic painting remains unmatched. Such is the power of illustration because of its quality. Dattatreya gives an example of Norman Rockwell, a well known cover designer and painter, who is very famous for high standard quality of his work.

Not everyone can create art. Today, mostly computers are used to create graphics and effects. But the moot question is how many possess the ability to draw? In majority of these "designers" we will find lack of ability of understanding design. Hence they require training that enables them to know the principles of creating designs that are aesthetically good and functionally potential. Technology is just a tool of implementing the work of art. It is just part of a solution, not the entire solution.

In visual illustration media, one has to follow certain rules of aesthetics that lead to beauty which pleases human vision. The sense of beauty is either God's gift or can be attained by seeking proper training and practise. He likes to create that type of exceptional work which reflects all of these Mr. Vijayraj Bodhankar a very we known painter with a strong base of applied art was asked: Why designers like to call themselves Communication Designers and not just Commercial Artists or Applied Artists?

He unhesitatingly answered this question with another question. He asked, "What is there in the name?" M. F. Hussain has expressed himself through his paintings, illustrations, cartoons, caricatures. Comic artists also do the same through different media. He gives the credit to Shyam Benegal for creating a film like 'Mandi' that one can watch comfortably with family. It totally depends upon what kind of treatment one gives to reproduce a work of art. All these details about translating our ideas into works of art are done by understanding the background of the medium. Expression is the central point for any artist.

Furthermore, Vijayraj also expressed that an artist should change according to the changing scenario. For instance, women in daily soaps these days wear jeans and not just sarees or traditional outfits. Defining the thin line between painting and illustration, he said, "I create illustration on somebody's given guideline. But paintings are my mindscape. In illustration I am not theirs, and in

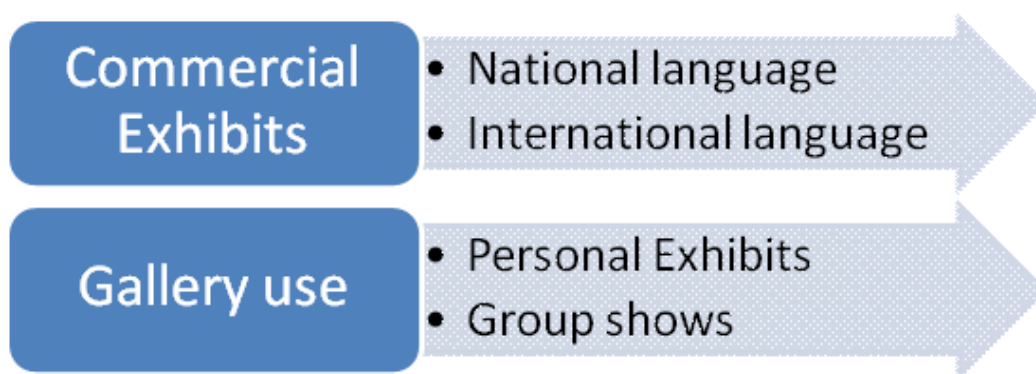
painting they are not mine. That is the difference.

Interestingly, Vijayraj advocates that every creative person should meditate as he believes that it is not merely sitting idle with eyes closed. It is more like emptying the mind for making room for something new. The way one empties a dustbin! Unless one clears his pre-conceived notions, fresh and new ideas cannot flow in. Meditation helps one feel quiet and calm and be with one's self. He also suggests that all art schools should keep extra sessions on meditation. However, it is also a fact that meditation cannot be taught, as it is a discipline that has to be practiced and not just a subject. One has to walk the path of meditation to seek contemplation.

To conclude, Vijayraj gave his explanations by sharing about one of his own paintings that gave him immense satisfaction. It is 'Resonance'. Purity and rhythm of the Mrudanga in the morning at a temple which he had created one fine day, actually had a very fresh feel to it. It projects the same rhythm and freshness at the first glance itself. This experience of illustration is still alive in that painting. The lady who owns it now admits that she experiences the same freshness every morning when she looks at it. This is the power of illustration and what it can do to freshen and invigorate minds.

Thus it can be assumed that the distinction between art and illustration will become obsolete only when illustrators stop promoting themselves in isolated, self-contained exhibitions and assert themselves instead, confidently and self-evidently, on the playing fields of art – with all the risks and consequences this implies.

Enhancement through Commercial exhibits: Objects as languages have limitless possibilities for communication. India has ample scope because this is the only country where 14 literary languages are accepted by the government. At the same time, Hindi as a National language and English as universal, are accepted. It is relatively more permanent than gestures. Objects as systems of codification are used pervasively in every walk of life – in business and at home, ranging from household gadgets to articles of furniture. The language of objects is unspoken, used in the world of trade, where shop windows and commercial exhibits are arranged with the undisguised purpose of attracting customers.



Objects for commercial display, as they appear in showcases and store windows, usually convey brief and simple statements; in private homes, statements through objects become more complex and the intentions of the owners are far less open and transparent. The effects that objects achieve in terms of their communication value are dependent not only upon arrangements but also upon variations of materials, shape and surface.

Enhancing materials and tools: Any material evokes tactile and thermal images – of smoothness,

roughness, hardness, softness, coldness and warmth. Wood, metal, brick, glass, plastic and textiles produce a variety of anticipation of touch and sensations. Wood against wood, metal against brick, a stiffened fabric against a soft and pliable one – all set up ‘chords’ of tactile images that often produce sharp and immediate physical emotional reactions. Metal may be highly polished or furnished with a dull patina; containers may be opaque, translucent, or transparent, surfaces – whether raised carved, rough or smooth – when exposed to light reflections, are likely not only to express the moods of these who shaped them, but also to suggest such subtle and abstract matters as interpenetration of merely the simple adjoining of boundaries.

Favor to traditional tools and compromise with creativity*

1) Do you think Illustration quality is suffering due to digital illustration?

Response	Yes	No	Total
Favoured Traditional Tools	352	148	500

Source: *Q.No.9 from the questionnaire, Q.10. along with Q. 9 - Yes

2) Do you think Digital Illustration is a compromise with creativity?

Response	Yes	No	Total
Favoured Traditional Tools	355	145	500

Conclusion: More than 70% people in artist category agree to the statement that illustration quality suffering due to digital illustration and digital illustration is a compromise with creativity.

Enhancement through media contents & success stories: A combination or arrangement or order of objects may be made deliberately to create an effect or atmosphere. Illustrators have a big opportunity and a very vast field is open for them. Working on short commercial films, game designing, special effects and titling, it seems they are looking much beyond established print and digital media. i.e..A poster on road safety showed a part of the kerb of a footpath and a satchel with books scattered, a pair of spectacles broken, and a twisted front wheel of a bicycle, all lying haphazardly on the road. Masterful use of these objects conveys a gruesome story without featuring the schoolboy who is supposed to have been involved in the accident. In an advertisement for a diamond dealer, a man was shown surprising his wife by giving her a diamond necklace as a present.

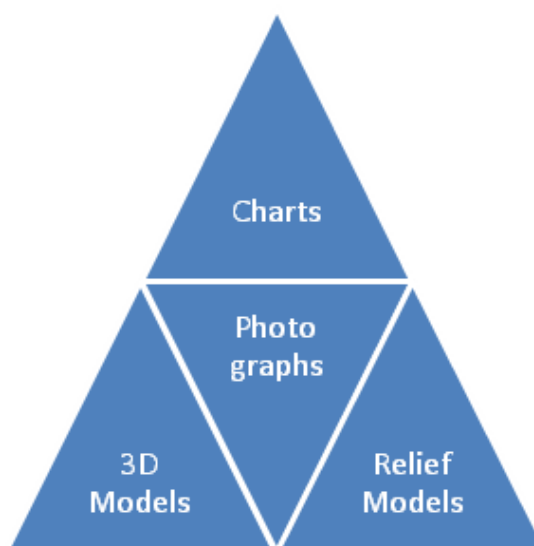
The visualiser had envisaged a scene in which the wife was sitting in front of her dressing table and the man was tying the necklace around her neck. Unfortunately, while photographing, the dressing table was outmoded, but more than that, the cosmetics on it were of a cheap, third-rate variety. In another advertisement for a typewriter, the machine was featured with a shorthand note-book and pencil lying alongside, as also a nail-cutter with its nail file protruding out. Objects can be used to advantage; by just being there they can convey the message or meaning unobtrusively without having to be crudely obvious.

A well known and successful personality in the field of showbiz as an anchor interacted, that her field of work happens to be far distinct from illustration. Therefore the basic tools and rules change accordingly; such as the texture of the tone, expression of joy, enthusiasm, sadness and other tedious aspects like facial expressions, tone of voice, etc.

A well-known theater artist has made remarkable contributions in the field of puppetry, a dying art that needs to come alive again. She acted and worked with the well-known Marathi director; Vijay Tendulkar's play Gidhadade and Shwetambara. She has also acted in many Marathi TV serials. She plays a very popular role in the series called Kilbil, which is telecast by Doordarshan. Moreover, She agrees to the fact that they use illustration for a different purpose. Objects that can be animated are her primary requirements. It could be very simple objects such as pencil, handkerchief or a slipper. One has to use imagination and bring these inanimate objects to life. Shadow puppetries of Karnataka are actually miniature paintings made on leather. They use movements for communication.

According to Smt. Meena Naik uses puppets to portray solutions for tedious and sensitive social issues very differently. She has also touched serious and educational topics such as creating awareness about HIV/AIDS through puppetry with fusion of psychology. She has also come up with "Puppet Therapy", where she uses puppets as a medium to deliver messages to the dumb and deaf and at the same time, provide them a platform to express ideas with puppets. It is an easy and a very powerful medium for delivering social messages on a serious issue in an entertaining and efficient manner.

Even three dimensional or relief models can be used in the classrooms or exhibitions or in any other place, to elucidate and explain the complicated or complex workings of any mechanism or theory, or even of the human body much better than what a photograph, a graph or chart or illustrations of a two-dimensional variety can make a difference.



A ship cutting through the high seas leaves a wave behind; a car makes its tire marks on a muddy road; and the path of a jet flying at a high altitude is marked by vapour trails. Footprints, cigarette butts, orange or banana peels, waste paper, ashes, fires, and excrement may mark human inhabitations outdoors. Staircases, doorknobs, benches, shoes and clothing show marks of wear and tear, to which the human body itself is not immune. An old person may show wrinkles and grey hair...the examples are limitless.

Enhancement by adding value: In the final analysis, the communication artist (a name widely accepted by the younger generation to address them) must compile his own 'dictionary' or objects with their meanings, to be able to apply them as and when the need arises. They do a study of the objects to which social meaning has been ascribed by continuous usage and tradition; as also when certain objects become status symbols in a society. Illustrations and visuals apart, there are so many things around, which leads them to think about identical values and forms.



Illustration has its own impact on a society. There is a period-wise difference in volume and control of illustration. We find mediums used are different according to the task, visibility aspect of the medium have been utilized at times, very wisely. The durability and shelf value of the media also plays an important role during implementation. We find the power of illustration, in each of the subjective but inspirational meaning to it too.

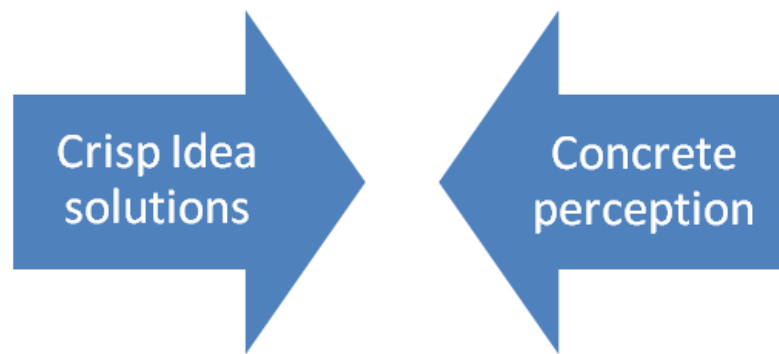
Enhancing illustration technique: Illustrators, especially younger generation, is very much aware of the developments taking place worldwide, through social media. They are operational on valuable solutions in concept development and design to delivering results. This will examine the progressive aspects of illustration technique, and tools used by the masters, and will talk about the media providing valuable solutions. Hence they cannot afford to sit idle, and as a matter of fact, whatever the change is required today as a need of the hour is a change of thoughts and thought process.

As advertising veteran and a brand conscious person Gopi Kukde answered in his simple language, "You don't have to change things; it should be done, must be done, and will be done."

- Traditional tools and equipments.
- Modern tools and equipments used in a modern scenario.
- Expressions and comparison.



Enhancing business propositions: In a business, customized illustrations are needed for various business purposes. Here are a few reasons why you may need illustrations and why illustrations are important in life. Use illustrations if you want to convey an idea which is difficult to express in words or it would take a lot of time to explain and describe what you mean. The human brain functions in such a way that it perceives visual information more quickly and fully, and holds it longer in memory. Even while reading a book, most people draw different kinds of illustrations in their minds using imagination. Sometimes we need to convey a message which does not allow but needs crisp and concrete visual representation. There are various technologically advanced illustrations, sketches, flowcharts etc. which can be useful for people with short attention spans and for those with hearing disabilities. Illustrations can be used for innumerable functions and proposes.



Their conviction: This discussion of the researcher with two partners of an advertising firm (also highly experienced creative professionals) was recorded on tape.

[A discussion between Mr. Bharat Kale and Mr. Avinash Ponshe](#)

Bharat Kale and Avinash Ponshe, belong to prominent advertising circles of Mumbai. They have had long stints with agencies like Lintas India and also with some overseas agencies. They currently work together and run their own advertising firm, Blueberry Advertising and Marketing Communications.

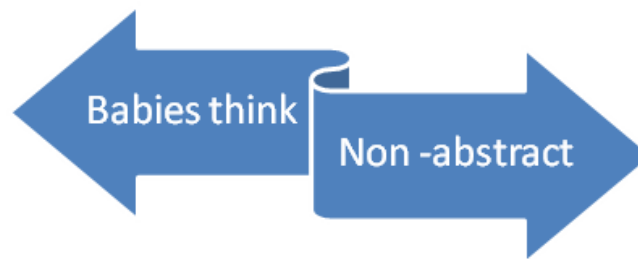
During the discussion, they pointed out the difference between drawing and painting vis a vis illustration. The importance of manually hand drawn illustration and mechanical drawing was discussed. They arrived at a common opinion; whether computer graphics have the ability to replace manual illustration techniques, classes of illustration, the syllabus system, the kind of changes required, etc. In the discussion further, they also shared their views on concept art and the need of information graphic designers in today's advertising. They have also shared the problems and requirements that average sized ad agencies of today face.

Researcher's view: There is no distinction between a designer, visualizer, illustrator, typographer or a finishing artist as required previously by the agencies. The only quality that defines an artist today is the ability and they will have to work hard. It depends upon his/her personal ability and skills not only to produce good work, but smart applications too. Ideas have to be simple and effective. The budding artists of today are gifted with plenty of resources that are easy to access; internet being the biggest advantage. Internet can provide necessary references and lay a platform for them to explore their own creativity. However, it is mostly seen that many of the "artists" of the modern generation are making an overuse of these resource by simply copying and pasting. They should instead derive inspiration from the available references and use it accordingly for the planned or required result. The abundance of resources that provide information should create a path between manual and digital illustrations. Also they are advised to use computer as a tool for creating, enhancing and finishing illustrations and not for copying or allowing their ideas to get drained.

[Enhancing education means:](#)

Illustrations and various kinds of images are used for educational purposes from the very beginning of one's life. A child begins its perception of the world around a number of objects, since babies can think only non-abstractly. So illustrations are used to educate children and to develop their imagination, and it is important to have good illustrations for children's books. Illustrations help children

associate words with objects and sentences with illustrated actions. Illustrations designed for children's books are aimed at fascinating children with reading.



But certainly, this is not the case only with children. Illustrations are widely used to teach people of all ages foreign languages, for the presentation of complicated scientific, engineering concepts etc. Illustrations are needed for all kinds of instructional literature, for a better understanding of the material. Prof. Suresh Raut explains the concept defining the difference between applied art and fine art, he explained that "both are derived from art background but minor difference lies in its media adaptation and style of expression. In applied art we communicate or deliver a message which encourages people to buy the product or service. If it is supported by 'headline' and 'copy', it works better. The main criterion is proper communication, and this requires lot of learning. It is a never ending process."

To express the same he always carries a learning sticker (L) with him, which he willingly shows it to others.

Talking about other elective subjects taught in art colleges such as Typography, Photography, C.C. Computer graphics and Exhibition display design & Stage craft etc, he says "An advertising designer should be a jack of all but a master of ONE. Considering the cut throat competition, at least one master subject will ensure your survival."

According to Prof. Savita Saraf, Principal Rachana sansad a well established art college situated in the heart of Mumbai, "any kind of art whether it is fine art, sculpture, drawing, painting or applied art, what is very important is the form. Next come elements like colour, texture and the technique. All of these factors come together and make an illustration." She also delved upon specialised subjects, which start in the third year level as per the rules of Mumbai University. Till then all students practice all the possible subjects and explore them. This includes subjects such as Two Dimensional Designs, Nature Drawing, Object Study, Calligraphy and Aesthetics. For the simplicity in understanding of these subjects, elective subjects are offered in the curriculum. At this level we give them a chance to choose between their electives, i.e. from Typography, Photography, Exhibition Display Design and Stage Craft, Computer Graphics and Illustration. Each of these subjects requires different skills and caliber which we understand as teachers.

Prof. G.G. Waghmare, Dean of Sir JJ Institute interacts with the researcher: "An illustrator exhibits his techniques even if he uses a photographic approach to present his thoughts to execution. Photography alone is not enough to explain the product according to him. One has to improvise on it with the help of illustration of explainable quality. Therefore we can say that photography is also a way of illustration."

"Today, the scope of illustration is much wider than what we perceived it to be. Different media such as clay, 3D images, cloth, hay, straws, etc. help create good hand illustration or digital illustrations. One gets the advantages of editing, deleting, zooming in, zooming out, etc. It is indeed very easy to take multiple copies."

Enhancing advertising attention:

Even if a person is not interested at first in the product you advertise, when he eventually comes to buy the product, he chooses the one he saw being advertised somewhere, rather than the similar product of your competitor who failed to advertise their goods properly. This is especially important if you are launching a new product or company and trying to build brand awareness. Using visual presentations is a must in this case; as visual information can be remembered better.

Enhancing animated films:

Comic books are printed in India, with rights from the syndicates. However, some indigenous ones, especially those dealing with Indian epics, history, mythology, religion, social life, etc, have become popular, both in India and abroad. Their style, however, has yet to attain the excellence of 'illustrations' achieved by their counterparts in the West.

Enhancing the needs of print market:

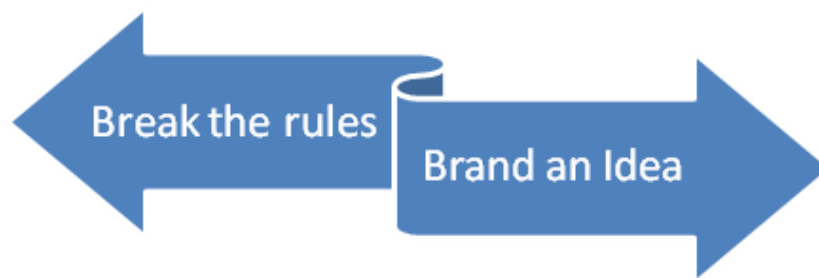
Digital revolution is overtaking the print media. This will not be the end of it though; they are going to survive because human habits have a natural connection with human senses. If a magazine is running an article about a phenomenon that occurs across the world and not just in one country, the editor may not want to use specific images from a specific area or country. Also, the editors would prefer an illustration if they were looking for a picture to accompany an article that can't be easily photographed, perhaps it is quite abstract.

Researcher personally had an experience; an illustration can also be half info-graphic. Researcher incorporated all sorts of things into illustrations, such as street maps for articles about cities or diagrams showing relative CO2 emissions per country for a feature about reducing greenhouse gases. Researcher incorporated architectural diagrams several times when he worked for "Fortune India" magazine.

Researcher has created many illustrations for articles on the Internet or web over the past few years. All sorts of more abstract concepts work better with illustrations than with photography, or at least they can be summed up better with an illustration than with a photograph. In addition to this, he has experienced that an illustrator has inbuilt potential to make a good use of photography retouching techniques and going beyond the limits of the media.

Enhancing Branding Idea:

Researcher personally feels that illustration can make the image much easier to understand because, it can break the rules of representation diagrams and street symbols etc. They are illustrated because they need to show specific information that is often clearer when very abstracted. In advertising also, there are many reasons why his illustrations have been used instead of photographs.



One advantage is that it can be a part of the 'branding' image of the advertising campaign. With an illustration you can use specific recognizable company or campaign colours and a particular style that can be associated with the brand or message. You can arguably create a more cohesive set of branded images for an advertising campaign through distinctive illustrations than by distinctive photography.

Other reason why an illustration is used over a photograph is that it can often be funnier or more engaging than a photograph. We have done several web banners featuring characters in a simple narrative which would be difficult to do with photography

Again an illustration is non-specific. This is quite important, because an illustrated character can be generic, from any racial background or any age group or even gender; this has obvious advantages.

Images also are specially created to fit with a technique, i.e. a stencil on a pavement etc. The stenciling process is very limited, so simple graphic illustrations have an advantage over photography in this case.

The British comic weekly, "Punch" which was started in 1841, satirized a local competition of cartoons in a series of Punch's Cartoons and thus the name acquired its denotation. Punch soon became a powerful medium of political and social comment, as was Charivari, French daily founded in 1832; in fact "Punch" is the 'London Charivari' since that time, the weekly and daily press nourished the cartoon and this in turn, added to the readership of the dailies and weeklies.

The comic strip, which developed out of the art of the editorial cartoon in the last year of the 19th century, is a pictorial anecdote or a serial story from contemporary anonymous history or mythology, fiction, etc. It uses the methods of the caricaturist, the cartoonist, the dramatist and the story-teller. It usually depends upon the daily press or the weekly press, if in a serial form, or can be published as comic books.

R.F. Outhaul's bald, flap-eared, precocious Yellow Kid, making his first appearance in the New York "World", marked the beginning of the comic era.

Newspapers had discovered that the public preferred pictures to words, and since they had to cater the great mass of people, public taste had to be taken into account. Though aimed at first at the children, parents reading surreptitiously over the children's shoulders began to find themselves grinning back from comic pages. Today in the United States, and probably all over the world more adults read comics than children. Between 1915-28 the development of nation-wide syndication began to carry the comics to the small towns and villages.

The Planned Parenthood Association produced literature on family planning especially for American workers in the form of a 4-page comic. Though a majority of the comics contain horror stories many 'healthy' comics are also produced. The best amongst these are 'Classics Illustrated', reaching the great literary classics to the neo-literates and the children. Some of the world-famous comic strips like 'Mandrake the Magician', 'Mutt & Jeff', 'Hagar the Horrible' etc.

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