

## Editorial

**Dear Readers / Research Scholars,**

‘Deserve before you Desire’ is a famous quotation in English. It is pregnant with useful meaning. Now a days we find so many people who desire for the highest achievement. But they never think whether they deserve for it or not. In fact if a man is a deserving candidate definitely opportunities come to him and make his trials successful. But simply desiring without deserving is just like building castles in air. One who keeps this fact in mind will definitely achieve the goal and become successful in life. So my dear readers and research scholars let us deserve first before we desire for it .

**“Merely desiring is always different from deserving  
One must keep this fact in mind to achieve anything”**

As an Editor-in-Chief, It is my responsibility to put before you the salient Features of **IJSIMR:**

- ❖ Blind peer reviewed journal.
- ❖ Eminent and great scholars in IJSIMR-Editorial Board from throughout the world.
- ❖ Prompt and rapid response to the authors according to the schedule.
- ❖ Simple and standard Template.
- ❖ Free English Language assistance from Academician's Research Center.
- ❖ Online and print versions (e-journal and Print) with reasonable cost.
- ❖ Issuing the e-Certificate of Publication to each Author with free of cost on request.
- ❖ Best Research Article Award will be given. For this, the minimum number of articles in that issue must be 10.

Once again I appeal to you to extend your cooperation to promote our journal-IJSIMR in your research circle.

**With Best Regards  
Dr.K.V.L.N.Acharyulu  
Editor-In-Chief  
IJSIMR**