

Editorial

Dear Readers / Research Scholars,

Aim and Effort are the two basic aspects to achieve success in every walk of life. They go together and one without the other becomes lame. ‘**Aim**’ means the object that we want to achieve in life. ‘**Effort**’ means the labour that we can put in either physically or mentally to do a work. Most of the people do not have co-ordination between these two. As a result of it they face failures in life. There are so many examples in our history where persons succeeded in achieving their aims with tireless efforts. So my dear **Readers/Research Scholars** let us not become either aimless or effortless. Let us combine the both and become successful in life.

**“Aim without Effort becomes baseless
Effort without any aim is useless.”**

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