

Editorial

Dear Readers / Research Scholars,

Motivation shoulders a vital role in any activity. Whether it is Cultural, Social, Educational or Research field, one gets stimulation to go ahead in his attempt only with proper Motivation. The word Motive means-‘**That makes something move**’. In any walk of life while striving for success one will get some circumstances where his mind is discouraged and activity is slackened. In such moments one needs motivation. When proper motivation is given by the experts or experienced scholars of that field naturally the disheartened person gets new enthusiasm and steps forward with redoubled vigour. This timely motivation creates confidence in the heart and generates the required activity. In the field of Research also motivation is essential. So my dear readers and research scholars, instead of getting discouraged let us get good motivation from elders and ring the bells of success.

*“Motivation is a timely inspiration
That keeps a man on the path of action”*

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