

## Editorial

**Dear Readers/ Research Scholars,**

The most attractive and amazing word in this world which is craved by all is “SUCCESS”. Everybody wants to get Success in his attempt. But nobody thinks about the necessary features of Success. In fact the features are hidden in the word itself. The First letter ‘S’ stands for ‘Sincerity’. It is most important to carry out any attempt. Second letter ‘U’ stands for ‘Understanding’. Without understanding the problem properly nobody can go ahead. Third letter ‘C’ stands for ‘Commitment’. One must commit himself to his endeavour for becoming a winner. Fourth letter ‘C’ stands for ‘Concentration’. In any attempt concentration is the key for getting success. Fifth letter ‘E’ stands for ‘Enthusiasm’. Without enthusiasm nobody can continue his effort. Sixth letter ‘S’ stands for ‘Searching Mentality’. This mentality enables a person to find out suitable solutions. Seventh letter ‘S’ stands for ‘Sanctity’. It is the most important feature. One must be pious in his attempts. Foul and Fake methods always lead to failure. So my dear research scholars, let us always keep these features in our mind and attain success in every walk of our life.

*“Success is never received*

*It is always achieved”.*

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