

International Journal of Current Microbiology and Applied Sciences (IJCMAS) NAAS RATING-5.38, ICV-95.39

ISSN: 2319-7692 (Print) ISSN 2319-7706 (Online)

An International, Monthly, Online, Free Access, Peer Reviewed,
Indexed, fast track Scientific Research Journal

Certificate of Publication

This is to certify that the following article reviewed by editorial board and published in International Journal of Current Microbiology and Applied Sciences (IJCMAS) ISSN: 2319-7692 (Print) ISSN 2319-7706 (Online).

Int.J.Curr.Microbiol.App.Sci.2020.9.(9):258-263

<https://doi.org/10.20546/ijcmas.2020.909.032>

Psychological and Communication Characteristics of Opinion Leaders: With Special Reference to Farm Women in Uttarakhand

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International Journal of Current Microbiology and Applied Sciences

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Sciences (IJCMAS)

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