

SAJMMR

ISSN (online) : 2249-877X

## South Asian Journal of Marketing & Management Research



Published by  
**South Asian Academic Research Journals**  
A Publication of CDL College of Education, Jagadhri  
(Affiliated to Kurukshetra University, Kurukshetra, India)

Editor-in-Chief : Dr. B.C.M. Patnaik

Frequency : Monthly

Country : India

Language : English

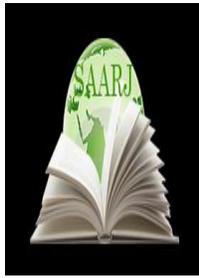
Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.  
EBSCO Discovery, Summon(ProQuest),  
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

E-mail id: [sajmmr@saarj.com](mailto:sajmmr@saarj.com)

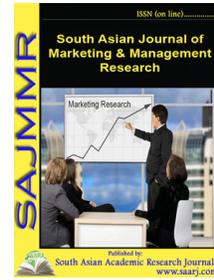
## **VISION**

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



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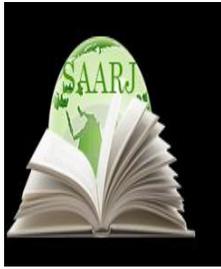
**EFFICIENCY OF BANKS IN RENDERING SERVICES –  
A STUDY OF BANKS OF BELGAUM DISTRICT**

**DR. A. S. SHIRALSHETTI\***

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**ABSTRACT**

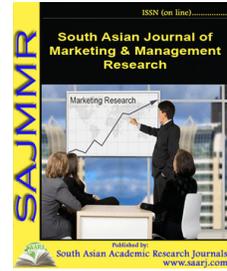
*Performance of banking industry is greatly depends on the CD ratio, which is the key indicator to show how the funds are utilized by the banks to generate their revenue and increase the market share. In this paper, an attempt has been made to ascertain the efficiency of Nationalized Banks, Private Sector Banks, Regional Rural Banks (KVG), Belgaum District Co-Op Banks, KSCARD Banks and Urban Co-Op Banks in offering services to users. Analysis of services of each bank group reveals that there has increased efficiency in offering services over a period of time.*



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## **A PERCEPTUAL ANALYSIS OF EMPLOYEE WORK LIFE BALANCE IN ITES /BPO SECTOR**

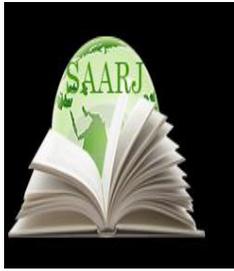
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### **ABSTRACT**

*BPO – The sunrise industry of our nation where all work happens in a carefully constructed, controlled environment. The acquired accents, the westernized names , the glass fronted buildings that resemble the offices of the parent company in some western country , the briefing sessions where the agents are updated with the latest baseball scores, the political happenings and weather reports of the foreign land are all critical pieces of the off shoring Jigsaw. This on the other hand inadvertently has an increasing effect on the work life balance of these employees in the forms of stress, health issues, increasing rates of divorces and also has a social impact in the form of cultural shift to a westernized way of life and growing detachment from the immediate family and ultimately brain drain of intellectual capital from our country. These aren't a good sign for the growing industry, our country, for the society and the individuals as well. This paper is an attempt to research upon the work life balance practices of the BPO employees and suggest interventions else this industry may dig a grave for itself amidst the growing prosperity that our country for sees to leverage upon from this industry.*

**KEYWORDS:** *ITES, BPO, Outsourcing, Work Life Balance, Brain Drain, Off shoring.*



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**MINIMIZING RISK OF INVESTMENT IN CAPITAL  
MARKET –  
A PROBABILISTIC APPROACH**

**PROF. BHUPENDER KUMAR SOM\***

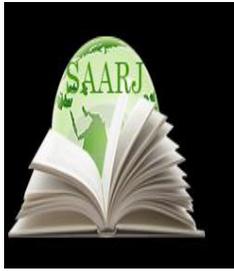
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**ABSTRACT**

*Earning money by investing in stock market is an attraction. The investment in stock market provides high returns, but as all of us heard higher the risk higher the gain. The quote stands good if studied reverse as well. Higher the gain; higher the risk. The investment in the market gives high returns in comparison to other investments in financial equities. Trading of options is a big business now days. The options are traded at a large in stock markets. If the price of stock can be guessed with certainty, the risk involved with the investment can be covered. Probability is one of the tools that can provide a helping hand for the problem. Probability transition matrix along with Markov analysis has been applied to estimate the stock price here. This can also help in valuing the options.*

**KEYWORDS:** *stochastic behavior of stock price, Markov chain, probability transition matrix.*



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## **AN ALL NEW ALL -ROUND APPRAISAL SYSTEM FOR INDIAN RAILWAYS**

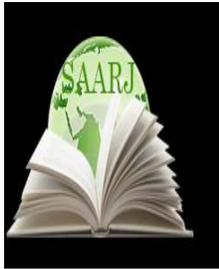
**DR. A. NILASCO ARPUTHARAJ\***

\*Southern Railways.

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### **ABSTRACT**

*The evaluation is very comprehensive in terms of the employee's skills, abilities, styles and job related competencies. 360 degree feedback provides information on an individual from a number of sources. Its supporters claim that this gives managers and individual's better information about skills and performance, and working relationships. Normally, eight to 10 people fill in questionnaires describing the individual's performance. Often, the individual fills in a questionnaire for themselves too, assessing their own performance. Ideally the whole process should be anonymous and the feedback presented to the recipient by a skilled coach. The feedback would come from subordinates, peers, and managers in the organizational hierarchy, as well as self-assessment, and in some cases external sources such as customers and suppliers or other interested stakeholders. Feedback from just one boss is no longer sufficient. There are often closer working relationships with other stakeholders, for example clients, customers, and peer group who can add a different and valuable perspective. It is very difficult to implement this 360 feedback in an organization which is having an enormous human resource. But considering the individual development, the organisations growth and customers welfare this serious effort can be undertaken.*



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**SPOT BILLING & SPOT PAYMENT FOR ELECTRICAL CHARGES –  
A STUDY AND ANALYSIS**

**DR.K.SAI KUMAR\***

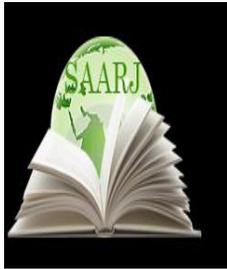
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**ABSTRACT**

*The Erstwhile Andhra Pradesh State Electricity Board (APSEB) was the principal supplier of Electricity in the state. The board was established with an installed capacity of 213MW, 2 lakh consumers, The power sector In Andhra Pradesh enjoyed a reasonable comfortable financial position till 1991-92 by meeting all its operating expenditure out of its revenue. However, for the first time in 1992-93 and also in the subsequent year it has faced an operating deficit. The decline in the financial position was due to various reasons like deficiencies in billing and collections. Being a service organization, its development and progress depends on the revenue it has collected from the consumers. In order to speed up the revenue collection, various billing methods were introduced. This paper highlights the pros and cons of the spot billing system and also consumers' opinion on the spot billing and spot payment. In spite of mixed responses regarding the spot billing and the spot payment system, it is concluded that, it is a good signal to consider both spot billing and spot payment, to increase revenue recovery as well as to save the valuable time of the consumer in paying the bills.*

**KEYWORDS:** *operating deficit, operating expenditure, service organization, spot billing , spot payment, valuable time.*



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## **CUSTOMERS' AWARENESS TOWARDS BANKING SERVICES: A STUDY OF URBAN AREAS OF UTTARAKHAND**

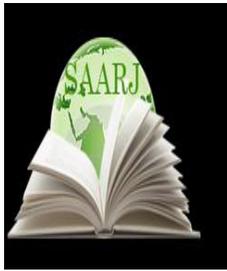
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### **ABSTRACT**

*Technology has been one of the most important factors for the development of mankind. Banking industry is growing by leaps & bounds with the use of technology in the form of ATMs, On-line banking, Telephone banking, Mobile banking, Credit card, Investment & Insurance business etc. In the recent years the way to do banking has changed. Most of the banks have been providing various services to customers instead of core banking. The main objective of study to analyse the level of awareness in customers towards the banking services in Urban areas of Uttarakhand. A total of 500 respondents were selected and surveyed. A sample of 250 respondents selected from public sector banks as well as the same sample was taken of 250 respondents from private sector banks equally. Out of 500 respondents, total 420 respondents are aware about the various services provided by banks. Electronic and print media play major role to aware the banking customer. In present, study almost 69% respondents aware by print & electronic media.*

**KEYWORDS:** *E-Banking, Customer Attitude.*



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**WINING CUSTOMERS THROUGH RELATIONSHIP MANAGEMENT:  
AN INDIAN PERSPECTIVE**

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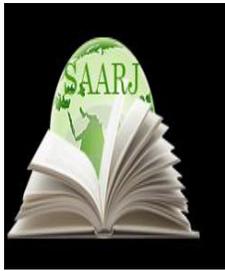
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Vidya Sagar College of Management & Technology,  
Punjabi University, Patiala, India.

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**ABSTRACT**

*Customer Relationship Management is the most important concept of marketing. This study is undertaken because Today's insurance companies certainly face a daunting challenge in maintaining and increasing their competitive edge. Customer is becoming the king or boss and he can fire anyone in the company just by shifting from one company to another so it becomes compulsory for the companies to manage detailed information about individual customer and carefully managing customers touch points in order to maximize customer's loyalty. So in order to understand this concept thoroughly some objectives are formed to undertake the study related to CRM in insurance sector. As the new view is that marketing is science and art of finding, retaining and growing profitable customers.*



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**GLOBALIZATION IN RETAIL CULTURE  
FDI IN RETAIL, OPPORTUNITIES, CHALLENGES TO DEMOCRATIC  
ELEMENT IN INDIA**

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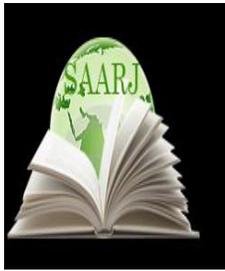
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**ABSTRACT**

*India is a democratic country where everyone is free to choose his/her livelihood sources. Retail is field which has been chosen by very large number of people (more than one retailer for every hundred people) in India for their livelihood. And most of the retail trade in India is forced, unorganized and fragmented. Certain bad effects of this fragmentation are there to the democratic element in India and there is need of fragmentation. Efforts are being made to convert this unorganized market to organized one by the Government especially by allowing FDI. With the livelihoods of small traders and hawkers in threat due to the corporate entry in retail the resistance against the later is growing in almost every part of the country. Up to what extent this FDI poses threat to the existing unorganized retail culture and what are the various opportunities available to the democratic element in India, masses and other bodies? Whether the problem of unemployment can be solved with the FDI in retail trade? What efforts Government will take to give jobs to the unemployed masses if this unemployment happens because of the FDI? These are the questions the answer of which lies in the following discussion*

**KEYWORDS:** Retailing, FDI, Organized Retailing, Unorganized Retailing.



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**“WHAT PREVENTS US FROM BECOMING AN ENTREPRENEUR?”**

**PROF. I.K. KILAM\* ; NEERAJ KUMARI\*\***

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**ABSTRACT**

**PURPOSE**– *In the much-pursued search how often do people actually “choose” what they want? How often do they “seek” what they want, in an area they want?*

*The potential rewards attached to being an “Entrepreneur” are unlimited. Business owners can profit greatly. Many of the wealthiest people on earth are entrepreneurs, yet majority of us prefer to be working employees. Through this paper we would like to present the personal views of people on this subject and thus reassess factors which discourage people from becoming ‘Entrepreneurs’.*

**DESIGN/METHODOLOGY/APPROACH**– *Based on a survey questionnaire of 143 respondents. Research period was from November 2011 to March 2012. Analysis of “various factors due to which the people don’t get into a business” with the “age groups” has been done. Analysis has been done with the help of bar diagrams in excel.*

**FINDINGS** – *The study provides an important theoretical insight into the barriers to entrepreneurship. The analysis of 143 respondents reveals the fact that 50% respondents stated that they could not become entrepreneurs due to the lack of required finance, 49% respondents believed that it was a risky job. Factors like non-availability of dedicated partners, lack of a good business idea, lack of knowledge about doing business, have got the lowest weightage ie. 24% each.*

**KEYWORDS:** *Entrepreneur, business, funding, management, risk, barriers.*



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**LIFE INSURANCE GROWTH IN INDIA:  
THE BANCASSURANCE ROUTE**

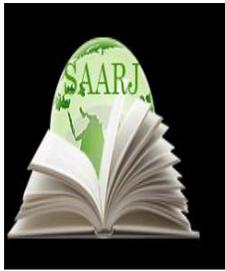
**MS POOJA CHATLEY\***

\*Assistant Professor in Business Management,  
Khalsa College for Women,  
Civil Lines, Ludhiana, India.

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**ABSTRACT**

*The opening up of the Insurance industry to the private players made the marketing environment competitive hence brought in newer ways of reaching out to the large consumer base. The advent of Bancassurance was further necessitated by the IRDA guidelines which made it mandatory for insurance providers to increase insurance penetration and thereby reach out even to the population living in the remotest of areas in the country. Taking advantage of the vast reach and large customer base of the banks, the insurance companies have tied up with banks to increase their business growth alongwith meeting the IRDA regulations. In the last decade a considerable volume of new business has been generated for life insurance through this route and the present paper is an attempt to study the contribution of Bancassurance in the growth of life insurance business in the last 5 years.*



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**CUSTOMER RELATIONSHIP MANAGEMENT IN BANKS:  
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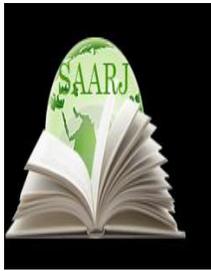
**SONIA KALRA\***

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Doaba College,  
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**ABSTRACT**

*Traditionally, the field of banking was dominated by large public sector banks. After the liberalization policy of government of India, foreign and private banks were permitted to start a business. Now public sector banks are increasingly facing more competition, where as foreign and private sector banks are trying to win customer satisfaction and loyalty by providing them better quality services. The banking industry in Punjab is now running in a dynamic challenge concerning both customer base and performance. Today many banks are rushing to become more customer focused. A key component of many initiatives is the implementation of Customer Relationship Management (CRM) concept. The purpose of this study is to evaluate the CRM practices being adopted by banks in Punjab so as to analyze whether the banks are really implementing the whole concept of CRM. This paper also attempts to compare the CRM practices of public and private sector banks in Punjab.*



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**A STUDY OF AUTO COMPONENTS INDUSTRY IN INDIA: ISSUES AND CHALLENGES**

**PROF. SURENDRA PATOLE\***

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School of Commerce & Management,  
Yashwantrao Chavan Maharashtra Open University,  
Nashik, Maharashtra, India.

**ABSTRACT**

*The data presented indicates that the auto component industry is emerging as a major player and dominant market maker in this segment. The average rate at which the industry is growing is 20%. The annual compounded growth rate is increasing and when compared with the growth of other industrial sector the growth is not only impressive but remarkably higher. The recession period which influences other sectors very adversely has though hit the auto component industry. This sector was not much affected because of domestic market support and inland market development program. The growth of OEM which drives the auto component industry has shown a regular upward trend the export market of auto component industry in India. India is mainly euro centric. The market share of auto component industry in India can be analyzed if one takes in to account followings statistics. The problems faced by the auto component industry needs further analysis and has to be explored in detail with reference to the operations of different units. The problems vary from region to region and unit to unit. They also differ from function to function. Therefore the solution to problems depends on the proper analysis and understanding of the various variables forming part of the problems. It is therefore a challenge for researchers both in Auto Engineering and Auto business to undertake Unit level study so that the proper direction and growth of the industry is analyzed.*



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**AN EMPERICAL STUDY ON CUSTOMER SATISFACTION TOWARDS  
SONY ERICSSON MOBILES WITH REFERENCE TO WARANGAL  
DISTRICT OF ANDHRA PRADESH**

**VELDANDI RAMCHANDER RAO\*; VUPPALA RAJENDRA PRASAD\*\***

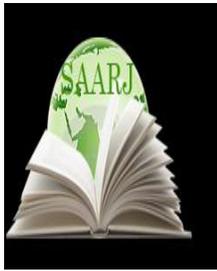
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---

**ABSTRACT**

*Research methodology is the process of solving the problem systematically by research .the objective of the research is to solve the problem by using available data. The Primary data consists of original information generated /gathered for specific purpose .primarily collected by the survey method by using a comprehensive questionnaire. It consists of a set questions presented to the respondents for their answers. The questionnaire was prepared for their answers. The questionnaire was prepared in a structured form; some of the questions had multiple-choice answers .in these both open and closed ended questions were addressed to the target respondents to collect the information regard to the concern*



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**INNOVATION STRATEGY DIMENSIONS:  
ANALYSIS & IMPLICATIONS**

**VEENA GROVER\*; DR. RAJBIR SINGH\*\*; DR. S. N. MAHAPATRA\*\*\***

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Faridabad, India.

\*\*Professor,  
(DCRUST, Murthal.

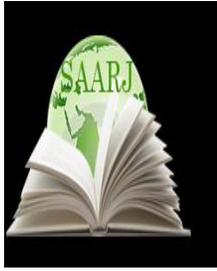
\*\*\*Associate Professor,  
DCRUST, Murthal.

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**ABSTRACT**

*There is increasing emphasis on being 'internationally competitive', as we live in globalised and highly competitive era. To achieve and maintain the necessary competitive edge, companies need to be innovative, technological dynamic and organizationally efficient. The role of innovation strategy in overall performance of the firm is very significant. This study is an attempt to find the gap by analyzing previous studies on innovation strategy's dimensions and suggesting the potential dimensions of innovation strategy to be explored. This study makes two important contributions. First, it takes the difficult step of incorporating a vastly diverse literature into a single framework. Second it provides a very deep insight into the lacking areas of innovation strategy which needs to be explored further.*

**KEYWORDS:** *Innovation strategy, Business strategy, Moderators, Firm's performance, dimensions.*



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**A STUDY ON THE BENEFITS OF ADVERTISEMENTS ON THE  
PROMOTION OF PRODUCTS – A SPECIAL REFERENCE TO IDBI  
FEDERAL LIFE INSURANCE COMPANY LTD**

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Tamil Nadu, India.

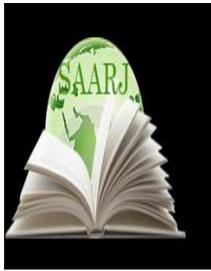
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**ABSTRACT**

*With the increase in the growth of players in Insurance sector (both public and private) the insurance companies are finding it difficult to promote their products. This paper tries to study the benefits of advertisement as a tool for promotion of products by Insurance Company. The study is done with special attention to IDBI Federal Life Insurance Company Ltd.*

**KEYWORDS:** *Advertisement, Promotion, Benefits, Insurance company, and Products.*



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**IMPACT OF LACK OF BEREAVEMENT POLICIES IN CORPORATE  
INDIA: AN EMPIRICAL STUDY ON EMPLOYEES  
SUFFERING FROM POST-BEREAVEMENT PSYCHOLOGICAL  
PREDICAMENTS**

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**ABSTRACT**

*Widely regarded as a solitary reality of life, death is considered to invoke wide ranging human emotions deeply entrenched in the foundations of sorrow and grief. Comprehending the need for robust legislations and policies to regulate the adverse implications of the phenomenon of bereavement on employees at workplace, an empirical study was undertaken across 8 Corporate Houses in India covering a sample respondent-base of 64 individuals. Apart from the key findings and the recommendations for overcoming the identified critical areas of concern, the paper provides a brief account of its purpose, rationale and the plausible contributions that it might make towards the broader domain of Human Resource Development.*

**KEYWORDS:** *Bereavement, Bereavement Counseling, Bereavement Policy, Corporate House, Grief, Human Resource Issues, Kübler-Ross Model.*



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**AN EMPIRICAL STUDY ON THE COST OF ORGANIZATIONAL  
CONFLICT**

**BINTO KURIAN\***

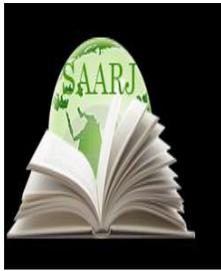
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**ABSTRACT**

*An organization is place in which two or more people are working together to achieve their desired objectives. There are workplaces where conflict is a regular occurrence. Conflicts commonly arise when employees interact in organizations and compete for scarce resource. Employees in various organizations are organized into manageable groups in order to achieve common goal, therefore, the probability of conflict to arise is very high. Addressing conflict should be viewed as an important element in achieving organizational effectiveness and enhancing productivity. Many organizations, however, suffer chronic patterns of unresolved conflict that are costly and often symptomatic of serious organizational dysfunction. The success of an organization depends upon the harmonious relations among all independent groups. In this article we discuss the various cost of the conflict and provide some suggestions on how to more effectively deal with this important problem.*

**KEYWORDS:** *Conflict resolution, Dysfunction, Organizational conflict, Stress.*



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## **CORPORATE REPORTING IN THE CONTEXT OF IFRS CONVERGENCE AND NEW SCHEDULE VI COMPLIANCE IN INDIA**

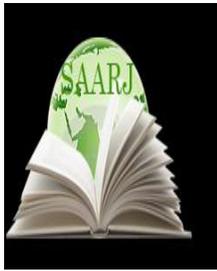
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### **ABSTRACT**

*Corporate reporting is the quintessential need of any corporate entity to convey in an unambiguous and crystal clear manner the financial positions to the stakeholders to help them undertake appropriate economic decisions. Transparency in corporate reporting forms the basis of corporate governance practice. There are galore of instances of corporate failure of many prosperous companies across the globe. These corporate failures have rocked the investors' confidence and trusts and have jeopardized the global corporate ambience making an impediment to attract foreign investors in national frontier. The corporate governance practice has been seriously impaired all throughout the globe for the lack of transparency, reliability as well as comparability in reporting aspects. The failure of the corporate management team to effectively discharge their corporate responsibility to look after the interests of the stakeholders through transparent financial reporting has been the matter of great concern. The implementation of IFRS convergence has been given much emphasis as a step towards ensuring transparency in corporate reporting to safeguard the interests of the stakeholders and also to unleash a transparent corporate ambience in the global perspectives. Indian Companies Act has been sought to be revamped with this mission and new Schedule VI has been framed to act as a better guideline for robust corporate reporting in a comprehensive manner.*

**KEYWORDS:** *Corporate Governance, Independent Directors, Audit Committee, Corporate Reporting, IFRS, Convergence, New Schedule VI.*



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## REFLECTIONS OF ENTREPRENEURIAL CULTURE IN GEETA

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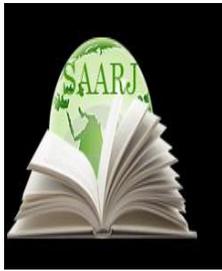
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### ABSTRACT

*Entrepreneurship is the greatest phenomenon of the contemporary world. It is starting, establishing and expanding the business enterprise. The growth of entrepreneurship is limited by a plethora of entrepreneurial barriers and the psychological fear of failure of the enterprise is the greatest barrier. Many an enterprise fails to flower in to full bloom due to the fear mania suffered by the entrepreneur. It is like waging a war. Gita is a song celestial recited by Krishna to his disciple encouraging him to regain his confidence in the thick of the battle field. If the starting up of an enterprise is visualized as starting a battle in the mind of an entrepreneur, it is necessary to induce the spirit and essence of Gita in his mind for ensuring his ultimate success. One should not lose the macro vision and limit the mind to things of micro nature. Gita enables and ennobles each budding entrepreneur a great visionary, a perfect planner, a skillful schemer and what not. In this paper an attempt is made to narrate as to how the Gita is relevant to entrepreneurs of the modern day.*

**KEYWORDS:** *Entrepreneur, Macro Vision, Gita.*



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**GREEN MARKETING IN INDIA - THE IMPACT OF GREEN  
MARKETING ON ENVIRONMENTAL SAFETY AND CSR**

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Karimangar, India.

**ABSTRACT**

*Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975.*

*The present paper deals that today's consumer behavior on green Marketing and this paper highlights the need, importance of green marketing, some problems with going green and also states what are the reasons that a marketer should consider for adopting green marketing for making changes in terms of product packages, modifications and production changes.*

**KEYWORDS:** *Green Marketing, CSR (Corporate Social Responsibility), Sustainability, Opportunities Or Competitive Advantage, Recyclable, Environmentally Safe.*

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
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