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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	USING CYBER PEDAGOGY (WIBEKI/01/2014) MODEL TO INITIATE MULTILITERACIES AND PROMOTE A VIRTUAL CLASSROOM: A PILOT STUDY <i>WILLIAM NKOMO, BERTHA KARIMBIKA & KITSO MOLEFE</i>	1
2.	THE RIGHT TO HEALTH – A CONSTITUTIONAL VIEW <i>HIRANMAYA NANDA & DR. JAYADEV PATI</i>	11
3.	FINANCIAL PERFORMANCE OF SELECT PRIVATE SECTOR BANKS USING CAMEL APPROACH <i>DR. H N SHIVAPRASAD</i>	14
4.	A COMPARATIVE STUDY OF SELECTED EQUITY DIVERSIFIED SCHEMES IN MUTUAL FUND <i>DR. VIJAY H. VYAS</i>	24
5.	THE INFLUENCE OF INTELLIGENT TRANSPORTATION SPACES IN INTELLIGENT TRANSPORTATION SYSTEM <i>KALAISELVI S, SANGEETHALAKSHMI G & SIVASANKARI A</i>	33
6.	A STUDY ON THE SOCIO-ECONOMIC CHARACTERISTICS OF INTERNET BANKING ADOPTERS IN CHENNAI METROPOLITAN CITY WITH REFERENCE TO INDIAN BANK <i>P.SARAVANAN & P.SRIDHARAN</i>	37
7.	COMPARATIVE STUDY OF NEW RAPID BUSINESS PROCESS MODEL WITH EXISTING MODEL BPMN AND UML-AD <i>AMIT LAXMIDAS VADERA & DR. YOGESH R. GHODASARA</i>	42
8.	A DETAILED STUDY ON QUALITY OF SERVICE IN COMPUTER NETWORKS <i>HARIPRIYA N, SANGEETHALAKSHMI G & SIVASANKARI A</i>	48
9.	TATA GROUP AND CSR: AN EXEMPLARY CASE REVIEW <i>KOMAL CHAUDHARY</i>	52
10.	THREE DIMENSIONAL HEALING: BENEFITS FROM THE WELLNESS <i>DR. VANDANA DESWAL</i>	55
11.	EMOTIONAL INTELLIGENCE AND JOB PERFORMANCE IN SERVICE INDUSTRY <i>PREETI BHASKAR</i>	60
12.	AN OVERVIEW OF THE BANKING INDUSTRY IN INDIA <i>DR. SHILPAN D. VYAS & PARINA S. VYAS</i>	66
13.	COUNTERFEITING GOODS IN GULF BUSINESS: ANY ECONOMIC IMPACT? <i>DR. THRESIAMMA VARGHESE & KARIMA AL. QARTOOPI</i>	74
14.	GREEN MARKETING: AN INDIAN EXPERIENCE <i>KANCHAN SEHRAWAT, AMOGH TALAN, DR. A. K. TYAGI & GAURAV TALAN</i>	77
15.	ROLE OF RBI AND GOVERNMENT OF INDIA TOWARDS FINANCIAL INCLUSION OF THE RURAL POOR: ISSUES AND SUGGESTIONS <i>MANOHAR LAMANI & SANGANAGOUDA PATIL</i>	81
16.	CORPORATE SOCIAL RESPONSIBILITY: REGULATION AND ITS SURVEILLANCE <i>RACHANA VISHWAKARMA</i>	85
17.	PAGE RANK ALGORITHMS BASED ON WEB CONTENT MINING AND WEB STRUCTURE MINING <i>N.KANCHANA</i>	90
18.	WEB CONTENT MANAGEMENT SYSTEM: COMPONENTS AND SECURITY <i>OMOSEBI, PAUL ADEOYE & OLORUNLEKE, FEHINTOLUWA E.</i>	93
19.	DETERMINANTS AND PROSPECTS OF ECONOMIC GROWTH IN ETHIOPIA <i>HABTAMU NIGATU ELALA</i>	96
20.	HIGHLY SECURED LOSSLESS IMAGE CRYPTOGRAPHY ALGORITHM BASED ON HAAR WAVELET TRANSFORM <i>MAHIMA GUPTA</i>	105
	REQUEST FOR FEEDBACK & DISCLAIMER	108

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RESULTS & DISCUSSION

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

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WEBSITES

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GREEN MARKETING: AN INDIAN EXPERIENCE

KANCHAN SEHRAWAT
ASST. PROFESSOR
SRI RAM COLLEGE OF COMMERCE
UNIVERSITY OF DELHI
DELHI

AMOGH TALAN
RESEARCH SCHOLAR
CENTRE FOR MANAGEMENT STUDIES
JAMIA MILLIA ISLAMIA
DELHI

DR. A. K. TYAGI
ASST. PROFESSOR
COLLEGE OF VOCATIONAL STUDIES
UNIVERSITY OF DELHI
DELHI

GAURAV TALAN
ASST. PROFESSOR
UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
GGSIU
DELHI

ABSTRACT

Green marketing has been a defining trend for a lot of corporations in the more environmentally conscious world. The corporations which follow the practices of green marketing thrive in other business practices as well, suggesting a positive relation between the two. In our paper we have highlighted some examples of green marketing initiatives undertaken by a few Indian corporations, and the implications such practices have on their performance. We also highlight the suggestions for other business leaders on the same ground.

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KEYWORDS

Green marketing, companies.

INTRODUCTION

According to Green Markets International, Inc. Green marketing is "the marketing of products that are presumed to be environmentally preferable to others". Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution.

Green, ecological and eco-marketing are a piece of the new marketing methodologies which don't simply refocus, change or upgrade existing promoting thinking and practice, however look to test those methodologies and give a generously alternate point of view. In more detail green, natural and eco-marketing have a place with the gathering of methodologies which try to address the absence of fit between marketing as it is as of now rehearsed and the environmental and social substances of the more extensive promoting environment (Belz F., Peattie K. 2009).

The term Green Marketing came into prominence in the late 1980s and early 1990s (Dodds, John, May 21, 2007) The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975 (Curtin, Emily, 2006-09-14). The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing" (Karl E., Henion; Thomas C. Kinnear, January 1976).

OBJECTIVE

Objective of this paper is to highlight the accomplishments of a few Indian corporations in the domain of Green Marketing to show how Indian corporations have covered the long distances to reach to this level and to show how these corporations, despite their substantial investment in green marketing continue to thrive, and to set an example for future leaders and managers of other companies to undertake such initiatives.

LITERATURE REVIEW

Ben & Jerry's set an example of green marketing who supplemented the monetary report by a more noteworthy view on the organization's ecological effect. In 1987 a report constructed by the World Commission on Environment and Development characterized sustainable development as addressing "the needs of the present without compromising the ability of future generations to meet their own need", which got to be known as the Brundtland Report and was an alternate step towards the board thinking on sustainability in regular activities. Two substantial turning points for wave 1 of green marketing came as distributed books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

As indicated by Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011)) from an organizational viewpoint, ecological contemplations ought to be coordinated into all parts of

marketing — new product development and communications and all points in between. The comprehensive nature of green marketing additionally proposes that other than suppliers and retailers new stakeholders be enrolled, including teachers, parts of the group, controllers, and NGOs. Environmental issues ought to be adjusted with primary customer needs.

The previous decade has demonstrated that outfitting buyer force to impact positive environmental change is far easier said than done. The alleged "green buyer" developments in the U.S. and other nations have attempted to achieve basic mass and to stay in the cutting edge of customers' minds (Dodds, John, August 11, 2006). While general assumption surveys taken since the late 1980s have demonstrated reliably that a noteworthy rate of shoppers in the U.S. and elsewhere maintain a strong eagerness to support ecologically cognizant items and organizations, buyers' endeavors to do so real life have stayed crude at best (Green Markets International, Inc.). One of green marketing's challenges is the absence of guidelines or public consensus about what constitutes "green," as indicated by Joel Makower, an author on green marketing (Elkington, J., Hailes, J., & Makower, J. 1990). Fundamentally, there is no definition of "how good is good enough" in the matter of a product or organization making green marketing cases. This absence of agreement by customers, marketing, activists, controllers, and compelling individuals has reduced the development of green products, says Makower, in light of the fact that organizations are frequently hesitant to advance their green characteristics, and shoppers are regularly incredulous about cases.

Regardless of these difficulties, green marketing has kept on gaining disciples, especially in light of becoming worldwide worry about environmental change. This worry has driven more organizations to promote their dedication to decrease their atmosphere effects, and the impact this is having on their products and services (Mendleson, Nicola; Michael Jay Polonsky, 1995, McDaniel, Stephen W.; David H. Rylander, 1993).

GREEN MARKETING INITIATIVES BY INDIAN CORPORATIONS

ITC

ITC has been carrying out green initiatives mainly to reduce Green House Gas emissions through energy conservation, use of renewable sources of energy and identifying ways of mitigating the adverse effects of climate change caused by global warming.

ITC has implemented several CDM projects under the Kyoto Protocol and ensured carbon dioxide (CO₂) sequestration through large-scale social and farm forestry initiatives.

Energy efficiency practices of ITC have helped in achieving world-class standards of energy utilisation in several units. Through a rigorous process of audits supported by benchmarking, specific energy consumption has been reduced year on year. ITC has proactively aligned its strategies and joined international efforts in mitigating/delaying the adverse impacts of climate change. All ITC businesses strive to minimize energy consumption and wherever possible use environment friendly sources of energy.

30.9 % of ITC's energy consumption is from renewable sources. Flowing from its commitment to the triple bottom line philosophy, ITC has chosen Wind Energy as a focus area for enhancing its positive environmental footprint. The Company has already invested in wind energy generation in Tamil Nadu to meet the requirements of its Packaging business in Chennai. This 14 megawatt Clean Energy Initiative has delivered performance parameters which exceed original projections. The Company's investments in Wind Energy are eligible for Carbon Credits under the Clean Development Mechanism of the Kyoto Protocol, resulting in substantial cost savings.

ITC's social and farm forestry initiatives have created a green cover of over 125,000 hectares, consolidating its position as a 'Carbon Positive' corporation for six years in a row. ITC invests significantly in research and development to create clonal saplings that are disease resistant, grow faster, and have higher survival rates. These are provided to farmers to enable them to convert their private degraded wastelands into viable pulpwood plantations.

In addition, it provides sustainable raw material sources for the Company's Paperboards business, and also creates livelihood opportunities for disadvantaged tribals and farmers in rural areas. This initiative has already created 56 million person days of employment.

PAPER AND PAPER PRODUCT MANUFACTURE FROM RENEWABLE PLANTATIONS

ITC businesses have already registered 8 CDM projects, with the CDM-EB (Clean Development Mechanism – Executive Board), set up by UNFCCC (United Nations Framework Convention on Climate Change) under the Kyoto Protocol which include two unique projects – one on social forestry, the first of its kind in India and ITC Sonar, the only hotel in the world to earn carbon credits.

WATER POSITIVE CORPORATION

At 170,000 sq feet, ITC Green Centre is the world's largest 0% water discharge. ITC's sustainability initiatives, in the area of water, focuses on:

1. Achieving the lowest specific water consumption (water used per unit of production) through conservation, audit and benchmarking.
2. Zero water discharge – treating and recycling all waste water, thereby not only reducing fresh water intake but also preventing pollution of fresh water resources.
3. Creating a positive footprint – through rainwater harvesting, both within our own units and across different watershed areas.

ITC's WoW INITIATIVE

ITC's Wealth Out of Waste is a recycling initiative that works towards spreading awareness about recycling, and encouraging people to segregate and dispose waste responsibly. WOW is an internationally recognised initiative by Bureau of International of Recycling. BIR is a world wide international trade federation representing the world's recycling Industry, promoting recycling across the globe.

WOW initiative started in a small way in April 2007 with an average monthly collection of 100 tonnes per month is now spread across South India with an average monthly collection of 5000 tonnes per month with a potential of collecting 10,000 tonnes per month by the end of 2012 within South India.

The WOW programme encourages people to segregate their waste at the source which is their households. This reduces the amount of waste filling up the landfills – and provides industries with clean raw materials. For example, ITC's Kovai unit is exclusively dependent on recycled fibre, as are some machines in Bhadrachalam as well. By end 2011, ITC PSPD would be using close to 210,000 tonnes of waste paper per annum. WOW helps ITC collect this raw material from India.

SHELL INDIA LTD.

In 2008, Shell Foundation launched a pilot scale project in Karnataka to raise awareness on hazards of smoke from kitchen. Under the program called 'My Kitchen, My Pride', it reached to 112 villages in the state and organized interactive activities like display of wall posters, wall paintings, mobile van campaigns, flipchart stories and street plays about air pollution and health hazards from kitchen smoke.

Shell Foundation and Envirofit have created a viable clean cook stove business in India and established distribution centers to reach rural homes.

MODERN RENEWABLE ENERGY SERVICES TO POOR VILLAGERS

Shell Foundation has created "The Excelerate Programme" to provide modern energy services for the poor at a nominal cost. Under this initiative, the foundation supports a lighting and power company, D.light Design to distribute solar lanterns at cheap cost to villagers in Uttar Pradesh and Maharashtra states. The program aims to bridge the gap between modern energy services and the supply of appropriate technologies to meet that demand.

AID FOR RURAL ELECTRIFICATION WITH RENEWABLE ENERGY TECHNOLOGY

Shell Foundation supports a rural electrification company, Husk Power Systems to generate and supply power for rural people in Bihar state at affordable costs. The electric company employs a renewable energy technology, biomass gasification to produce power with rice husk wastes as feed material. The fund provided by Shell Foundation has helped increase electrification rates from about 2% to around 95% in the villages of Bihar.

WORK WITH EMBARQ FOR SUSTAINABLE TRANSPORT SOLUTIONS

Shell Foundation works with the World Resources Institute's Centre for Sustainable Transport, EMBARQ as a strategic partner to implement transport solutions including Bus Rapid Transport (BRT) systems, bus retrofits, cycling & pedestrian infrastructure, improved public spaces and transport-oriented urban planning measures in India.

FOCUS ON ENERGY DEBATE IN MASS MEDIA

Shell in India runs a unique program with a media partner NDTV for debate of energy and related issues to the country. The program aims to increase the country's coherent focus on energy as a global economic player with responsibilities.

Few topics included in the program are:

- Urja ki Jung – “Energy Saving is the war cry”
- Paani ki Pareshaani – “Water – the real crisis of global warming”
- Vikas ki Keemat – “Environment is the price we pay for Economic Development”
- Education

MANGROVE CULTIVATION FOR COASTAL ECOSYSTEM RESTORATION

Shell Foundation works in collaboration with Hazira LNG, port companies and other state bodies in four villages around the Hazira peninsula to develop mangrove trees in the “Coastal Area Eco-restoration Project”. The partnership has resulted in completion of successful mangrove plantation on over 1100 ha including more than 50,00,000 mangrove trees to conserve integrity in the coastal ecosystem. Besides it, 35,000 saplings (non mangrove trees) have been planted at the wada land, temples, cremation areas, pond boundaries and on village commons along the coast.

BAJAJ AUTOS**DISTRIBUTION OF PLANT SAPLINGS TO CUSTOMERS**

Bajaj Auto distributed plant saplings for every motor bike, sold at Mumbai to its customers in 2010. It was an effort to promote greener and cleaner environment.

RURAL PEOPLE' EXPERIENCE ON FUEL EFFICIENCY OF BIKES

Bajaj Auto organized its “Discover Mileage Challenge Camps” in rural areas of four Indian states (Maharashtra, Gujarat, Madhya Pradesh & Chhattisgarh) where 1445 local participants were invited to experience the fuel efficiency of its product launch then. Participants, achieved higher mileage in the test run were awarded prizes by local dignitaries.

RURAL PEOPLE' EXPERIENCE ON FUEL EFFICIENCY OF BIKES

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WATER CONSERVATION PROJECTS IN VILLAGES OF MAHARASHTRA

As part of CSR activities in rural areas by Bajaj Auto' trust, Jankidevi Bajaj Gram Vikas Sanstha, water conservation projects have been implemented in 24 remote and backward villages in Khed and Maval talukas of Pune, Paithan and Gangapur talukas of Aurangabad in Maharashtra to improve rural lives and agricultural productivity.

HINDUSTAN PETROLEUM**RAIN WATER HARVEST ARRANGEMENT FOR MUMBAI REFINERY**

Hindustan Petroleum plans to augment the rain water harvest from the hills adjoining its refinery plant at Mumbai. It would enable the oil firm to regulate its municipal water intake for plant operations. During 2011-12, it has harvested 60,000 KL of rain water from this site.

EXPLOITATION OF RENEWABLE ENERGY IN MARKETING UNITS

Hindustan Petroleum has made use of renewable energy for lighting at its marketing locations in India. In Tamilnadu at Ennore Oil Terminus, the company has installed solar street lights for peripheral activities.

ENERGY CONSERVATION MEASURES FOR REFINERIES

HPCL' refineries at Mumbai and Visakh have implemented in total 24 energy conservation initiatives that save 0.99 million GJ of energy annually. The firm has developed a LEED certified green building at Visakh terminal which functions on natural light by sky light installations.

RAIN WATER HARVESTING – JALTARANG FOR DROUGHT PRONE REGIONS

Throughout India, HPCL has engaged in water conservation projects in rural areas, prone to drought. In co-operation with social bodies, rain water harvesting projects have been initiated at the following locations with social bodies in the respective states:

1. Thane district of Maharashtra with Impact India Foundation
2. Kanchipuram district of Tamilnadu with Dhan Foundation
3. Pudukottai & Karasanur districts of Tamilnadu with MS Swaminathan Research Foundation
4. Makunda Village, Ranchi district of Jharkhand with Xavier Institute of Social Service (XISS)

JOINING LABL INITIATIVE OF TERI

HPCL has joined TERI' LABL (Lighting A Billion Lives) initiative which aims to alleviate electricity deficiency faced by the rural people in India. Under this program, solar lanterns will be rented at nominal fee from charging stations to villagers. Project with TERI leads to establishment of solar charging stations in three energy scarce, poor villages of Madhya Pradesh.

IMPROVED CONVEYOR SYSTEMS TO SAVE ENERGY

In the process of identifying defective cylinders, HPCL has replaced its conventional correction loop conveyor with an automated conveyor belt, resulted in reduction of hours of operation from 16 to 2 and saved net energy of 62,664 units of power in a single conveyor belt per annum in bottling plants.

As per the Economic Times' article by **George Wyeth** “Eco-friendly: Going green a priority for Indian companies”:

One of the greenest company on Yale's Environmental Performance Index has been Godrej and Boyce. Its programme Good and Green includes (a) greening company operations, (b) developing greener or socially-beneficial products, and (c) supporting educational programmes to train more skilled shopfloor workers. Godrej makes energy-efficient air-conditioners, and is one of the first makers in the world to market products with extremely-low-GHG refrigerants.

It has “greened” its operations to make maximum reuse of discarded materials, minimise energy and water use, and cut GHG emissions by switching from diesel to biomass fuel. A visit to Godrej's factory in Shirwal revealed that its sustainability targets were displayed in the factory's conference room. That showed sustainability is a serious priority. Some other companies are also making a mark in this arena.

Hindustan Unilever, for example, has set aggressive goals for its own operations, aiming to cut carbon emissions by 22%, water use by 29% and waste by 77% per product manufactured.

ITC has received global recognition for its efforts to keep small farmers economically viable. Kirloskar Brothers is marketing a line of highly-energyefficient pumps, significant because pumping water is one of the major drivers of energy demand. The Tata Group has embedded sustainability into its organisational DNA.

When Tata scores each of its component companies on measures ranging from leadership to business results, it looks for evidence of action being taken to combat climate change, reduce waste and use sustainability strategically as part of their business planning. So, sustainability is part of the main corporate strategy. Ashutosh Pandey, CEO of Delhi-based investment firm Emergent Ventures, estimates that between 50 and 100 companies are addressing sustainability in a comprehensive way (that is, addressing issues beyond energy and climate).

Nitin Kalothia, with consulting firm Frost and Sullivan, offered similar numbers but says that awareness has risen dramatically in the last 2-3 years among many firms. Industry associations such as the CII actively encourage their members to be more sustainable. India, unlike the US, has an official Action Plan on Climate Change and has launched an innovative energy efficiency programme called Perform, Achieve and Trade.

IMPLICATIONS

Business leaders around the country must note how the corporations in the examples above thrive in their business processes despite their major investments in the green marketing.

Perhaps such an investment may have an indirect effect on the companies' financial performance as well.

CONCLUSION

With the help of this paper we have shown certain examples of green marketing by Indian corporations. Such examples may become basis of further research into the subject whether how the green marketing affects the operating and financial performance of the company. As the companies mentioned have been doing great when it comes to their operating and financial performance, it is highly hypothesized that there should be a positive relation.

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