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her family itself is using obsolete means of cooking like chullas. There is no intention to tarnish the image of PGI, BPS. But it is mandatory to abreast you all of public opinion. And it is somehow negative. The village women are not at all complaining about the credentials of doctors. Actually, in India, whenever a sapling of social service is planted, weeds of corruption hamper its growth. Similar is the case here. Women are disillusioned at the fact that the institution's motto is marred by nepotism, corruption and lack of coordination in staff.

In nutshell, the government as well as the hospitals in the vicinity needs to work with zeal and commitment for ameliorating the status of rural women health. ASHA and Anganwadi workers should adopt serving rather than service oriented attitude. Campaigns should be launched at regular intervals in order to sensitize rural women of government schemes so that they can make most out of them. Women are the real architects of society. So, it is high time to adopt preventive rather than curative measures as this is the best remedy for every remedy.

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Importance Of Green Marketing

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ABSTRACT-

In today's green management and green marketing are ruling the corporate Parlance. The color 'Green' is slowly being equated to Environment Protection. Both green management and green marketing concern for preservation of the Environment. Green Marketing is a vital constituent of the holistic marketing concept. It is particularly applicable to business that are directly dependent on the physical Environment. For ex – industries like fishing, processed food and adventure sports. Many global players in divers business are now successfully implementing green marketing practices. Most of the companies entering into green marketing because of the various reasons. This research paper is an attempt to academically exmine green marketing as a new approach cultivate environment practices.

This article introduce the concepts, evolution and importance of green marketing. It briefly discusses the adaptation, problems and benefits of green marketing and also, attempts to provide the path towards green marketing. Thus, it plays a key role for the successful adaptation of all the components and elements of green marketing for the overall growth of the firm.

Introduction-

Green Marketing involves developing promoting product and services that satisfy

customer want and need for quality, performance. Affordable pricing and convenience without having a detrimental input on the environment. The green marketing incorporates a board range of activities, including product modification, changes to the production process, packaging, changes as well as advertising . All activities designed to generate and facilitate any exchange intended to satisfy human need or want such that satisfying of these needs and wants occur with minimal detrimental input on the national environment.

This "green marketing" refers to holistic marketing concept where in the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, solid waste, harmful impact of pollutants etc. both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services.

Objective :

1. To Study the Concept of Green Marketing
2. To Study the Advantages of Green Marketing .
3. To Understand Importance of Green marketing.
4. To Give Proper Suggestion.

Methodology :

The present study is of descriptive type. The entire study is based on secondary of data. The secondary data has been collected from books and websites. In order to fulfill constructed objectives of the study the secondary data has been assembled.

Evolution of green marketing-

Green Marketing is a vital constituent of the holistic marketing concept. It is particularly applicable to business that are directly dependent on the physical environment for ex, Industries like fishing, processed foods, and tourism and marketing sports. changes in the

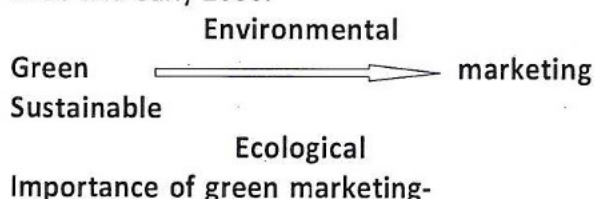
physical environment may poses at hreat to such industries.

The first wave of green marketing occurred in the 1980's. green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green" . Corporate social responsibility (SR) reports started with the ice cream seller Ben? Jerry's where the financial report was supplemented by a greater on the w. environmental impact . In 1987 a document prepared by the world commission on environment and developed defined sustainable development as meeting "The need of the present without compromising the ability of future generations to meet their own need" The evolution of green marketing has Three phases which are as follows .

I. First was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment Problems and Provide remedies for environmental problems.

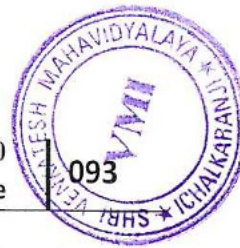
II. Second phase was "environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

III. Third phase was "sustainable" green marketing. It come in to prominence in the late 1990 and early 2000.



Importance of green marketing-

The resource human wants are limited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization objective world wide evidence indicates people are concern about the environment and are changing their behavior as a result of this green marketing has emerged which speakers for growing market for



sustainable and socially responsible products and services.

Now is the era of recyclable, non-toxic and environment friendly goods. This has become the new "mantra" for marketers to satisfy the needs for consumers and earn better profits and growth for the firms.

IV. Adoption of green marketing-

There are basically five reasons for which a marketer should go for the adoption of green marketing as follows.

- A. Opportunities or competitive advantage
- B. corporate social responsibilities(CSR)
- c. cost or profit issues
- d. government pressure
- e. green marketing mix

Opportunities or competitive advantages.

In India, around 25% of the consumers prefer environmental friendly products and around 28% may be considered healthy conscious. The green building movement by the confederation of Indian industry (CII)- Godrej green business centre, has gained over the last few years from 20,000 sq ft in 2003. India green building footprint is now over 25 million sq ft. Corporate social responsibilities (CSR).

Many companies have started realizing that they must behave in an environmental friendly fashion. The Maruti and Hyundai have come up with LPG and CNG, Honda India, Mahindra group and Hero Honda Motors.

Cost or Profit issue.

Reduction of harmful waste may lead to substantial cost savings. Some times, many firms develop symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw-material.

Governmental pressure.

Various regulation framed by the govt to protect consumers and the society at large. The Indian govt too has developed a framework of legislations to reduce the production of harmful goods and by products.

Green marketing mix.

Green marketing mix of product and services which have essentially low impact on the environment has become a new trend with more and more co. opting for making product which are environment friendly.

Benefits of Green Marketing.

Today's consumer are becoming more and more conscious about the Environment and are also becoming socially responsible. Some of the advantages of green marketing are as follows :-

1. It ensures sustained long term growth along with Profitability.
2. It save money in the long run, though initially the cost is more.
3. lends impetus to small scale ventures in many fields.
4. Most of the employees also feel proud and responsible to be working for environmentally responsible companies.
5. The corporate sector becomes more socially responsible.
6. The available natural resources are optimally utilized and conserved.

Problems of green marketing.

Many organizations want to turn green as an increasing number of consumers to associate with environmental-friendly products. Along side, one also witness confusion among the consumers regarding the products. In particular, one often finds distrust regarding the credibility of green product.

Keys to successful green marketing.

Green marketing can win more customers. If its used in right way however.it includes the following things :-

- a. Green Marketing
- b. Green Business
- c. Business and Environment
- d. Sustainable development
- e. Marketing strategies
- f. Be genuine with the customers
- g. Educate your customers
- h. Give them the opportunity to participate



Conclusion :-

Thus in conclusion it can be stated that "Green Marketing" are really important and essential for an organization. Every organization and management need to frame green marketing policies, strategies and plans to implement green marketing practices successfully. Using green marketing practices and strategies should neglect the economic aspect of marketing too.

Therefore, marketers really need to understand the implications of green marketing policies and strategies in order to have growth of the firm, green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. It is a need of the day. It includes all the activities designed to generate and facilitate any exchange intended to satisfy human needs and wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment.

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Goods and Service Tax (GST) in India

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Introduction:

Public finance is one of the most important factor in the modern economy. Today, the functions of the government have increased day-by-day. The government needs income to cover it. Tax is one of the most important ways of income. There are types of direct and indirect taxes. In order to make the tax policy more appropriate and favorable, tax reform is sought in the country. In India too, many tax reforms were made in the post-independence period. As a part of these tax reforms, the Central Government has implemented the Goods and Services Tax (GST) in India from 1st July 2017. In many countries of the world, you see this system being implemented and implemented in India as well so this GST seems to benefit the general public too. GST is expected to bring together state economies and improve overall economic growth of the nation. GST is a comprehensive indirect tax levy on manufacture, sale and consumption of goods as well as services at the national level. It will replace all indirect taxes levied on goods and services by states and Central.

What is Goods and Service Tax (GST) :

The Goods and Service Tax (GST) is a value added tax levied on most goods and services sold for domestic consumption. The GST paid by consumers, but it is remitted to the Government by the businesses selling the goods