Marriage System and Divorce: Changing Pattern in India

Ms. Ravleen Anand[*]
Dr. Vandana Aggarwal[**]

Abstract
The present study was conducted "The Study of Marriage System and of rise of divorce in India." The aim of research study was to assess the changes of Marriage and systems in India. As we all know Divorce rates have raised very much. As we can say Indian society is becoming too much capitalistic. It is also an important social institution. Marriages in India are between two families, rather two individuals. We, Indians consider it as an auspicious occasion. We celebrate it with pomp and show. There are many rituals and customs in the marriage ceremony which perform according to regions or states. India is a bouquet of different religions and castes so, we have different marriage system. Marriage is a significant occasion in the life of a boy and a girl. Marriage brings a lot of happiness along with a lifelong promise to live together.

Introduction
Celebration in a family gives happiness and pleasure to every member of the family. Marriage is one of the celebrations among them. Marriage is one of the major and universal institutions in Indian social system, which teaches the values of life. It joins two individuals for life. It combines two culture, two families and values. In India, there are different types of marriage system prevails. Their rituals and customs are different from each other. We can see North Indian marriages are differ from that of South Indian. North-East States have different marriage from other parts of India but their aim is one. Marriage is a social duty towards the society. According to Devdutt Patnaik, there was no concept of marriage in earlier time. Men went to women and women went to men as per their pleasure. Divorce means have a marriage ended. Most of the couples divorce because they don't have trust issues, money is also the reason of divorce , lack of communication as not talking enough throughout the day, ignoring each other, arguing is measure impact in divorce they both start arguing without any reason no one stop and continue their arguing. Abuse physical or emotional abuse is very sad reality for some couples. That's why divorce is rising in India

Objectives of the Study
The objectives of the present study were to understand "The Study of Marriage System and Rise in Divorce in India".
1) The study sought to analyze the demographic characteristics of the marriage system and rise of divorce system included in the study.
2) Assess the study of marriage system and rise of divorce system in India
3) To examine the structure of Indian society. And with respect to the changing pattern of marriage which leads to the rise of divorce.

[*] (Student B.A.B.Ed, UITTR Dept, Chandigarh University ,Gharuan)
[**] (Asst.Prof. UITTR Dept, Chandigarh University ,Gharuan)

Methodology

As it was intended to be an exploratory study The methodology used was an investigative one using research tools. Data for the study was collected from secondary sources. The research executives scanned the books, journals, general and the newspapers articles published.

Background of Marriage

Since our childhood, we have been hearing the story of God and Goddess from our grandparents. We know how Lord Rama married to Goddess Sita. Lord Shiva Married Parvati.

So, marriage has been happening since the age of God and Goddess. In Mahabharata, Queen Drupadi had five husbands. Lord Krishna had 1600 wives. There are different kinds of relationships.

1. Heterosexual: sexually attracted to opposite sex.
2. Homosexual: sexually attracted to one owns sex
3. Monogamy: practice of having one wife
4. Polygamy: practice of having more than one wife
5. Monandry: practice of having one husband
6. Polyandry: practice of having more than one husband

The concept of marriage in Rigvedic period is holy and sacred bond. During Rigvedic periods, girls had right to choose their husband of their own choice. This was done by Swayamvara which is self- selection of husband. Many instances are there such as Swayamvara of Sita and Drupadi in our mythology. Dowry system was practiced and ornaments, dress and wealth as gift to the girl.

Dowry means the demand made by the groom's family from the bride's parents for the payment of money as well as other costly gifts. It is considered as Dana.

But in this patriarchic society men have more advantages than women. Men could marry more than one woman such as king Dasharatha and Lord Krishna.

Rigveda mentions eight kinds of marriages;

1. Brahma Marriage
2. Daiva Marriage
3. Arsha Marriage
4. Prajapatya Marriage
5. Gandharva Marriage
6. Kshatra Marriage
7. Manusha Marriage
8. Paisacha Marriage

Child marriage was also prevailing in India. According Manu smriti- the lawbook of Manu, the age of the bride should be one -third of the groom. Young girls were considered irresponsible and irrational in love, parents married them early before they got caught into any scandal. Sometimes, both boy and girl were young when they get married.

Ancient and Medieval Marriages

In our Indian history, we find reasons for the marriage. Mostly, our Kings married had more than one wife. In this era, men especially king and high authorities could marry as many times as they want and along with that they could have concubines.

Emperor Chandragupta Maurya had three wives and two sons and one daughter. Bindusara had sixteen wives and 100 sons. Emperor Ashoka had five wives.

In medieval times, marriage was quite different than Rigvedic age. Women didn't have choice of their husband. Marriage was not based on love; most marriages were political arrangement. .

British's Period

Britishers came to India for Trade and Commerce but soon they established the rule. Britishers fought many wars with Indian rulers and capture all their territories. They made many policies for Indian rulers. After the revolt of 1857, India came under the Queen Victoria's rule. Now, British officers started making laws to remove the social evils which were prevailed in India. In 1929, British Government abolished Child marriage and in 1829 sati system was banned. Hindu do not recorded their marriage; the Christian population in India has a marriage registration system.

Cultural Marriages

There are many cultures in India. But here we are going to mention about four religion and their cultures. Mainly, we have Hindus, Muslims, Sikhs and Christians largely in number in India. All these four religion Marriage System are differed by each other.

Hindus

In Hinduism, marriages are called 'Vivaah' or Shaadi in North India where as it called 'Kalayama' in south. There many pre-wedding and post-wedding rituals perform by bride and groom. Red has a significant role in Hinduism. Bride wears red colors Sari or Lehenga. Agni is most important in wedding. Earlier, there was no divorce in the Hindu culture. According to Kautilya, a woman can abandon and marry the brother of her husband when her husband becomes a lunatic, of bad character, traitor of the state. Similarly, a husband could abandon his wife if she acted immorally and was barren. But now days divorce become common in India. If you are not happy or can't live with your partner due some reasons, one can easily appeal for Divorce.

Muslims

Islam is the second largest religion after Hinduism in India. A marriage in Islam must be between opposite sex. Till now, men are allowed to marry more than girl. Marriage is called 'Nikah'. Green color is considered sacred in Islam. The ceremony is conduct by Maulavi.

The bride and groom only have to say 'Qubool Hai' three times. And they are declared to be Husband- wife. Similarly, divorce happened by saying 'Talaaq' three times. But recently Supreme Court banned the 'Triple Talaaq'.

Sikhism

Anand Karaj is the prescribed form of Sikh wedding. The real goal of marriage in Sikhism is union of both souls with Almighty lord. The concept of marriage is explained by Guru Amar Das, the third Guru of the Sikhs. In Anand Karaj, four Lavan are recited from Guru Granth Sahib. The couple to be married will be sitting in front of Guru Granth Sahib on Floor and the family and friends will sit down. All the wedding happens in the Gurudwaras.

Christian

Marriage is a gift from god according to Christians, one that should not take for granted. A marriage is a public declaration of love and commitment. A couple may marry in their local Church in front of family and friends. A Christian marriage begins with the understanding the Bible which gives a clear description of the roles of husband and wife.

Marriage Acts

There are two legislation framed to solve the challenge of Marriage Registration laws.

1. The Hindu Marriage Act 1955

Its deals with the marriage registration. Under this act, certain terms and conditions must be fulfilled in order to give the marriage between the individuals a legal and make it valid marriage.

2. Special Marriage Act 1954

It's lay down the procedure for both solemnization and registration of marriage, where either of the Husband or wife or both are not Hindus, Buddhists, Jains or Sikhs.

3. THE ANAND MARRIAGE ACT 1909

It is the Sikh marriage ceremony which means joyful union it was introduced by Guru Amar Das. In Sikh marriage in front of the guru Granth sahib Ji the couple do four Laavaan. In Sikhism no dowry is allowed.

4. MARRIAGE EQUALITY ACT

Equality should be there in couple's men and women are same after marriage and it is also refers to a political status in which same sex marriage and opposite sex marriage are equal by the law.

5. THE INDIAN CHRISTIAN MARRIAGE ACT IN 1872

This act says that all Christian marriages shall be solemnized under its own provision. Apart from Christian-Christian marriage, the marriage of a Christian with a non Christian must also be solemnized under this act.

Types of Divorce

1. Divorce with Mutual Consent

When the husband and wife Is ready for divorce then the court will consider the divorce. For the petition to be accepted , as if the couple is not living together from past one two years and if a couple is having a child the they both will decide that the child will stay with whom. The second is property. The husband and wife will decide which property will get to whom. This will include both movable and Immovable property.

2. Divorce without Mutual Consent

In this the husband or wife can simply ask for divorce without any reason.

The reasons can be like

1. Mental Disorder

2. Conversion

3. Desertion

4. Cruelty

5. Death Issue

Present Position of Marriage in India

India has witnessed a major change in the way present generation perceive their relationships. Marriage is become a child-play nowadays. There are hundreds of boundaries that people generally face in Love Marriage. Age, Caste, social and Financial Status and Religion are weighed when it comes to Love Marriages. Actually, Love Marriage is finding a compatible partner. It brings together individuals from two different communities, caste or social groups. But, this generation could balance the love in the marriage and ended with Divorce. We read daily about the Divorce cases in the newspapers. Especially in Celebrities who break-up their long relationship. For instance,

Actor Arbaaz Khan and Maliaka Arora broke- up their 20 years of long Marriage. Actor Hrithik Roshan and Sussanne Khan broke-up their 14 years of long Marriage.

Another relationship is landed in India called Live-in-relationship. In this one can live with their partner without having to engage into a legally binding relationship. The Supreme Court in Indra Sarma vs V.K.V Sarma defines live-in relationships in distinct ways-A domestic Cohabitation between an adult unmarried male and an adult unmarried female. The Apex Court in so many of its Judgements stated that if a man and a woman "lived like husband and wife in long term relationship and even had children, then the judiciary would assume that the two were married and same laws would be applicable on them". Therefore, Live-in relationships are legal in India.

There are many websites which help you to find your perfect life partner Such as Shaadi.com and Jeevansathi.com. Many matrimonial pages are published in the newspapers. And age of girl for marriage is above 18 years and age of boy should be above 21 years states by Supreme Court.

SECTION 377 OF IPC

Section377 of IPC states that whoever voluntarily has carnal intercourse against the order of nature with any man, woman or animal shall be punished. Gay sex is considered to be taboo in India. On 6th September, Supreme Court states decriminalize gay Sex. Decriminalize homosexuality is incredibly heartfelt and vindicates the dignity of LGBT people.

Causes of Rise in Divorce System

DON'T HAVE MUTUAL UNDERSTANDINGS

The divorce is rising day by day. As the married couple they don't have mutual understandings between them they start fight in small issues and continue their fight with more than one month.

THEY DON'T SOLVE THEIR PROBLEM BY COMPROMISE

Divorce have emerged as a very likely outcomes of marriage today, questioning the truth of saying that marriage are made in heaven. The main reason for divorce is that couples choose divorce as an option for problem the most of the time they can solved by discussion and compromise.

PRESSURE OF SOCIETY

As we all know earlier the married couples bowed down to the pressure of society to make their marriage work because they think what society will think.

RELATIONSHIP CASUALLY

Today, the couples take their relationship casually and can head to the divorce without trying to solve to save their marriages. Now many people take relationship as a joke or we can say boys are usually want sex from girls this is very wrong. The most common reason of divorce is between a married couple and mother in law spoil the husband and wife relationship also get affected.

ADJUSTMENTS

If a girl gets married she needs time to adjust in new house and its very difficult to give her old habits and the girl lifestyle is very different then mother in law will not like it and this can contain conflict between husband and wife because mother in law will tell to his son. In today's life the main reason for divorce is the interference of parents of the girl in the married life especially mother interfere too much in the life of the married couple. As many girls share each and everything with her mom that her husband should not like It.

Suggestions of Divorce System

1. SPEND MORE QUALITY TIME TOGETHER

There are a lot of people who are not happy in their marriages because they don't spend more time with each other. This can happen when they have hectic schedules. Every couple should go out for dinner spends quality time with each other.

2. ACCEPT YOU MISTAKES WITHOUT ANY ARGUMENT

If a husband is wrong then he should simply say sorry and if a wife is wrong then she should simply say sorry without any argument.

3. CHANGE THE NEGATIVE PATTERNS

Be always respectful with each other, kiss in the morning always love each other. Always trust each other. Share each and everything with each other.

4. TAKE THE WORD DIVORCE OFF

Remove divorce as an option from your marriage. Many couples think that the only option is to take divorce because of their fights but remove divorce from your mind.

5. START FROM SCRATCH

Forget about the fights, the negativity. Remember how you both fell in love your love story and all. Always remember your good movements with each other.

Conclusion

Marriage has a significant role in India society. Marriage is considered to be sacred bond. Indian spends lots of many in Wedding ceremonies and celebrates it with pomp and show. Marriage is a legal permission to live together and love-making. Different communities, caste and religion have different rituals and customs of marriage. Though marriage ceremonies, rules may differ from one society to another, marriage is considered a universal culture. There are so many types of marriage perform in India. Purpose of the marriage is to combine two thinking and values not to ruined someone happiness. Many evils of marriage which can destroy this sacred bond such as Dowry system, domestic violence and extra martial affair. Honesty and trust is the base of marriage which decorated with love. Divorce is defined as an ending marriage by an official decision by the court. In short term they get married just a little bit of romance and then get separated and take divorce. Nowadays marriage is like a joke if the couples get married and after three months their mutual understandings is not there then take divorce its like a play many couples don't take serious their marriage.

References

1. http://www.legalservicesindia.com/articles/rfs.htm
2. *Sec. 5,* The Hindu Marriage Act, 1955
3. Section 4(a), the Special Marriage Act, 1954
4. http://www.webindia123.com/law/family_law/hindu_law/marriage.htm
5. *Sec. 12,* The Indian Christian Marriage Act, 1872
6. Auboyer, Jeannine, *Daily Life in Ancient India: from 200 BC to 700 AD*. London: Phoenix Press, 2002.
7. UNICEF, *Early Marriage. Child Spouses*, 2001.
8. Becker,Gary S A Treatise on the family ,Harvard University Press

Effect of Green Marketing on the Sustainable Development: With Special Reference to the Manufacturing Industry in India

Dr Susheela Devi B Devaru*

Abstract
The drive of modernization and the era of globalization have changed a lot in the current business fronts; the competition is so fierce that it is very difficult for the organizations to receive a repeat purchase from the side of the customers. On the other hand it is even more difficult to cope up with the policy measures regarding the safety of the environment. The answers to all the questions are the implementation of green manufacturing system and making the process of marketing as 'Green'. In the Indian region the concept of green marketing is catching pace in different scrapes, it is developing but still need a varied support from the different agencies. The present study evaluates the concept of green marketing in the Indian scenario and will make suggestion regarding the challenges and opportunities related to the implementation of green marketing.
Keywords: Green Marketing, environment, customer, Sustainable Development.

Introduction
The American Marketing Association states the concept of green marketing as the process of marketing of the goods that are safe for the related environment. This concept can be detailed in the terms of related activities of modification in the respective products, some changes in the process of production, changes in the packaging of the present product and even the media has to be managed accordingly. This particular phenomenon is having its social and psychological implication as well. In the corporate scenario the terms 'Green Marketing' and 'Eco-Marketing' are being taken in contradiction with each other, and in the same manner it is difficult to define the term green marketing separately. In order to mention the term Green marketing we can say that it is a concept that includes all the basic operations of any given organization right from procurement of raw material to disposal of final goods, where the term green refers that any of the activities may not cause any harm to the environment in any form. The growing awareness about the global warming and environment protection is pushing both the parties towards the protection of the same and using the term 'Green' in the real sense.

Literature Review
Oyewole, P. (2001). The researcher had tried to develop a link between the concept of green marketing and the establishment of the same in the selected industrial setup. The researcher states that awareness is the biggest tool between the customer and the efforts of the industrial setup to spread the same.

Karna, J., Hansen, E. & Juslin, H. (2003) the researchers have tried to evaluate the actual efforts of the industries in establishing 'Green' in their routine course of work. He found that many of the industries are willing to do so but then again the policy and rates of the government establishments are increasing the cost of the materials and other related

---
* Associate Professor, Dept of MBA, Dr Ambedkar Institute of Technology, Mallathally,Bangalore -560056, Karnataka

services, if they are trying to go 'Green' and on the other hand the customer is not willing to pay extra price for the same.

Donaldson (2005) the researcher had conducted the study in the Great Britain and stated that there is a positive change in the awareness of the customer regarding the ecological attitude, and the same is very positive for the companies that are trying to establish 'Green' concept in their respective organizations. He also established that this positive attitude of the customer will support the efforts of the companies in the long run.

Alsmadi (2007) this study was conducted in the Jordan region and the researcher established that the customers are highly worried about the safety of the environment and willing to do whatever required. This attitude of the customer is also visible in the final purchase of the products where they are willing to pay the extra price for the safety of their environment.

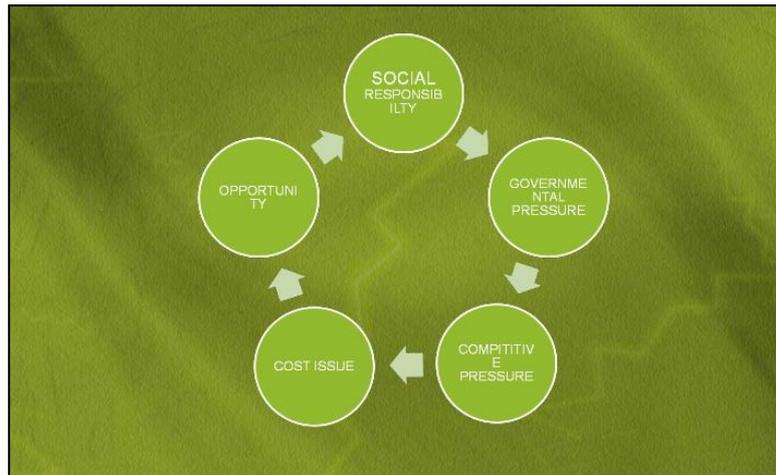**Examples of Green Marketing**

Green Marketing

The concept of Green marketing states that a lot of effort is required to satisfy the need and want of the customer i.e. starting from the procurement of the material and shaping the final product requires a series of activities but these activities may not harm the environment at any level and the same is expected from the side of the consumers that the respective use of the product may not harm the related environment or the respective ecosystem in any form. As per the direction of the environment authorities the packaging of the product and even the container should be recyclable, may be in the form of reuse and free from any kind of radiation and same is being advertized through a number of media commercials and city billboards.

It order to fulfill the above said requirement the companies are required to make a number of changes in their respective systems and process and obviously this will cost them, apparently they can charge the same from the customer but then again it is only possible if the customer os equally educated about the same and willing to take the pain of paying extra for the safety of the environment. If the conditions are favorable then there will be a sustainable development in the economy and all the parties will be equally benefitted.

Related Issues Green Marketing

a. Need for Standardization

There are a number of commercials on television and other media and most of them use to claim that their products are eco-friendly and may cause no harm to the environment but as a matter of fact it was found by the respective agencies that only five percent of such claims are true. Here lies the need for standardization of the media and even for the actual or physical product.

Need of Green Marketing

b. New Concept

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort.

c. Patience And Perseverance

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

d. Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits i.e., the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia.

Objective

- To know the efforts of the companies related to green marketing,
- To judge the awareness level of the customers regarding green marketing
- Find the relationship between green marketing and sustainable development

Hypothesis

H_0: There is a significant and positive relationship between the efforts of the organizations and understanding of the consumers regarding green marketing.

H_1: There is no significant relationship between the efforts of the organizations and understanding of the consumers regarding green marketing.

Data Analysis and Interpretation
Table: Correlation Analysis of Data

Correlation Matrix of Selected Factors influencing Performance Level of Manufacturing Units

	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12
A1	1.00											
A2	.405	1.00										
A3	-.627	.145	1.00									
A4	-.339	-.013	.517	1.00								
A5	-.112	-.370	-.394	-.233	1.00							
A6	.383	.402	.138	.401	-.379	1.00						
A7	-.130	-.060	.222	.594	-.446	.227	1.00					
A8	.667	.447	-.068	.127	-.543	.698	.076	1.00				
A9	-.452	.046	.336	-.017	-.231	-.270	.232	-.241	1.00			
A10	.639	.411	-.193	-.258	-.181	.446	-.550	.791	-.344	1.00		
A11	-.523	-.076	.480	.363	.017	-.163	.448	-.644	.295	-.815	1.00	
A12	-.119	-.207	-.382	-.770	.467	-.693	-.624	-.412	.327	.037	-.296	1.00

Table 1.1: Descriptions of Variables under Study

A1	**Production per year**
A2	**Productivity**
A3	**Level of automation**
A4	**Labor's Attitude**
A5	**Supply Chain Factors**
A6	**Process timing**
A7	**Supplier's Factors**
A8	**Basic Transportation**
A9	**Storage Facility**
A10	**Machine Timing**
A11	**Labor Timing**
A12	**Output Ratio**

Interpretation-Stage 1

As can be seen from the above correlation analysis that in most of the cases the correlation is showing the negative inclination, in some of the cases the degree is high and remaining is of moderate degree. This shows that in most of the cases the companies are willing to implement the basic concepts of green marketing in their respective organizations. In some cases it was found that the companies have already implemented the related factors of green marketing in their respective organizations, but they are in the premature stage but then again they are committed to take the drive many steps forward and contribute in the green revolution.

Table 2: Correlation Matrix of Selected Factors influencing Customer Awareness and Recent Consumption

	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11	B12
B1	1.00											
B2	.532	1.00										
B3	.168	.724	1.00									
B4	-.622	-.296	.200	1.00								
B5	-.885	-.786	-.252	.617	1.00							
B6	.924	.420	.051	-.846	-.784	1.00						
B7	.060	-.263	.192	-.079	.295	.208	1.00					
B8	.206	.016	.043	-.401	-.071	.347	.717	1.00				
B9	-.042	-.160	.447	.659	.323	-.223	.441	-.148	1.00			
B10	-.497	-.537	.106	.530	.746	-.431	.418	-.289	.694	1.00		
B11	-.754	-.500	-.308	.747	.640	-.859	-.500	-.710	.163	.422	1.00	
B12	-.120	.134	-.371	.059	-.234	-.256	-.939	-.492	-.567	-.569	.477	1.00

Table 2.1: Descriptions of Variables under Study

B1	NO. of Working Vehicles
B2	Awareness
B3	Purchase
B4	Reference Group
B5	Comparison
B6	Direct Purchase
B7	Knowledge of GSM
B8	Experience of GSM
B9	Product Difference
B10	Service Difference
B11	Maintenance
B12	After sale Service

Interpretation-Stage 2

As far as basic awareness of green marketing is concerned, most of the respondents were found to be aware of the same and the can be viewed from the above given table where in most of the cases the correlation is positive and of higher degree, then in other cases the correlations is negative and shows higher or a moderate degree. It can be inferred from the correlation analysis that yet most of the customers are not aware of the concept related to green marketing and are dependent on media and related sources for the related information. Most of the customers are having belief on the referral buying where one customer is buying the products on the reference of the other customers. This process is time taking but then again it may not create difficulty for the concerned organizations.

Conclusion

The above analysis states that the Marketers also have the responsibility to make the consumers understand the need and importance of the green products in their routine lives, and understand the difference between the 'Green' and 'Non-Green' products. If the

customer is fully satisfied with the efforts of the company and completely understand the need of the same then it will be easier for them to pay the extra money. This phenomenon will help both the parties and might prepare a strong background for the sustainable development of the economy. Green marketing assumes even more importance and relevance in developing countries like India. Green marketing is a tool for protecting the environment for the future generation.

The efforts of going 'Green' are having a relative importance with the safety of the environment, and with the growing concern of the authorities to save the same is increasing with every passing day and in the lieu of the same the new ventures are establishing the green process in their industrial establishments and the old companies the taking care of their prevailing systems. That's why briefly we can suggest that the business will survive and be sustainable only when marketers understand the changes in the market which are greening and leads to sustainable development.

References

1. Dr. K. Manian, A.N.(2014). Present Green Marketing-Brief Reference To Indian. International Journal of scientific research and management (IJSRM), 51-57.
2. DR. V. Mohanasundaram. (2012, April). Green Marketing –Challenges And Opportunities. International Journal Of Multidisciplinary research, Vol. 2(no. 4), pg. 66-73.
3. J., P.M. (1994, November). An introduction to Green marketing. Electronic Green Journal, vol. 1(Issue 2).
4. Jain, S.K. & Kaur, G. (2006). Role of socio-demographics in segmenting and profiling green consumers: An exploratory study of consumers in India. Journal of International consumer marketing, 18(3), 107-146
5. Kinoti, M.W. (2011, December). Green Marketing Intervention Strategies and Sustainable Development: A Conceptual Paper. International journal of Business and Social Science, Vol. 2(NO. 23), pg. 263-273
6. Kumar, R. (2013, November). Green Marketing –A brief reference to India. Asian Journal of Multidisciplinary Studies, Vol. 1, Issue 4, pg. 191-203
7. Manju, (2012, December). Green Marketing: New Hopes And Challenges. Spectrum: A Journal of Multidisciplinary Research, Vol. 1, Issue 9, pg 40-47
8. Mintu, L.A. (1993). Environmental Issues in the Curricula of International Business, the green imperative. Haworth Press Inc.
9. Mishra, P.S. (2010, December). Green Marketing In India: Emerging Opportunities And Challenges. Journal of Engineering, Science and Management Education, 3, pg. 9-14.
10. Ottman.(1998)green Marketing, Opportunity for Innovation, Electronic Green Journal, vol. 1, Issue 2, pg. 1-3.
11. R. Vandhana, K.G. (2013, December). Green Marketing –A Tool for Sustainable Development. Global Research Analysis, Vol. 2 (NO. 12), pg. 133-135.