

Printing History

First Edition: 2017-18
Revised Edition: 2019-20

Syllabus Covered

Strictly according to the syllabus prescribed by
Himachal Pradesh University, Shimla for B.Com-III
Guru Nanak Dev University, Amritsar for B.Com (Pass & Hons.), Sem.-IV
and Panjab University, Chandigarh for B.Com.-II, Sem-III and BBA-II, Sem-IV

Price

Three Hundred Sixty Rupees (₹ 360/-)

ISBN

978-93-87516-45-8

© Copyright Reserved by the Authors

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without written permission from the publishers.

Published By

VK Global Publications Pvt. Ltd.

Regd. Office:

4323/3, Ansari Road, Darya Ganj, New Delhi-110002
Ph: 91-11-23250105, 23250106 Fax: 91-11-23250141

Corporate Office:

15/1, Main Mathura Road, Faridabad (NCR)
Haryana-121003

Phone: 0129-7117719-48 lines, Fax: 0129-2250322

Email: mail@vkpublications.com

www.vkpublications.com

Printed At

Prince Print Process

Every effort has been made to avoid errors in this publication. In spite of this, some errors might have crept in. Any mistake, error or discrepancy, however, small, which shall be taken care of in the next edition. It is notified that neither the publisher nor the author will be responsible for any damage or loss of action to anyone, of any kind, in any manner. The publisher's liability is limited to replacement within one month of the date of purchase. The publisher's liability in connection with the connection are to be borne by the purchaser.

Green

Marketing :

**A Changing Paradigm In
Contemporary Marketing 2015**

Chief Patron : R.C. Tejpal
Seminar Convenor : A.K. Singla
Chief Editor : Sonia Sharma Uppal
Co-Editors : Rama Bansal and
Pooja Gaur



**Post Graduate Department of
Commerce and Management**
Arya College, Civil Lines, Ludhiana

KALYANI

LALIT KHULLAR

**GREEN MARKETING : A CHANGING
PARADIGM IN CONTEMPORARY MARKETING
2015**



**CHIEF PATRON : DR. R.C. TEJPAL
SEMINAR CONVENOR : PROF. A.K. SINGLA
CHIEF EDITOR : DR. SONIA SHARMA UPPAL
CO-EDITORS : PROF. RAMA BANSAL AND
PROF. POOJA GAUR**

**POST GRADUATE DEPARTMENT
OF COMMERCE AND MANAGEMENT
ARYA COLLEGE, CIVIL LINES, LUDHIANA**



KALYANI PUBLISHERS

LUDHIANA - NEW DELHI - NOIDA (U.P.) - HYDERABAD - CHENNAI
KOLKATA - CUTTACK - GUWAHATI - KOCHI - BANGALORE

KALYANI PUBLISHERS

Head Office

B-1/1292, Rajinder Nagar, Ludhiana-141 008 • Ph : 0161-2760031
E-mail : kalyanibooks@yahoo.co.in

Administration Office

4779/23, Ansari Road, Daryaganj, New Delhi-110 002
Ph : 011-23271469, 23274393, 23278688 E-mail : kalyani_delhi@yahoo.co.in

Works

B-16, Sector-8, NOIDA (U.P.)

Branches

1, Mahalakshmi Street, T. Nagar, Chennai-600 017 • Ph : 044-24344684
110/111, Bharatia Towers, Badambadi, Cuttack-753 009 (Odisha) • Ph : 0671-2311391
3-5-1108, Narayanaguda, Hyderabad-500 029 • Ph : 040-24750368
10/2B, Ramanath Mazumdar Street, Kolkata-700 009 • Ph : 033-22416024
Arunalaya, 1st Floor, Saraswati Road, Pan Bazar, Guwahati-781 001 • Ph : 0361-2731274
Koratti Parambil House, Convent Road, Kochi-682 035 • Ph : 0484-2367189
No. 24 & 25, 1st Floor, Hameed Shah Complex, Cubbonpet Main Road, Bengaluru-560 002

Every effort has been made to avoid errors or omissions in this publication. In spite of this, errors may creep in. Any mistake, error or discrepancy noted may be brought to our notice, which shall be taken care of in the next edition. It is notified that neither the publisher nor the author or seller will be responsible for any damage or loss of action to any one, of any kind, in any manner, therefrom. It is suggested that to avoid any doubt the reader should cross-check all the facts, law and contents of the publication with original Government publication or notifications.

For binding mistake, misprints or for missing pages, etc., the publisher's liability is limited to replacement within one month of purchase by similar edition. All additional expenses in this connection are to be borne by the purchaser.

KPP L 18657 02

© 2015, Uppal, Sonis Sharma

Datalink Computer

ISBN 978-93-272-5756-4

PRINTED IN INDIA

At PRINT O PACK, New Delhi
and published by Mrs. Usha Raj Kumar for
Kalyani Publishers, New Delhi-110 002

GREEN MARKETING—STILL A CHAOS FOR INDIAN CONSUMERS	95-98
Karmjit Kaur	
GREEN MARKETING: EVOLVING OPPORTUNITIES AND IMPEDING CHALLENGES	99-103
Lalita Joshi	
GREEN MARKETING-A NEED & DEMAND OF THE CONSUMER”	104-108
<u>Lalit Khullar</u>	
GO GREEN WITH BIO GAS: SOLUTION TO AGRICULTURAL AND LIVESTOCK WASTE MANAGEMENT	109-111
Preeti Sharma, Ritu Mittal, Neeraj Gupta	
GOING GREEN – A COMPARATIVE ANALYSIS OF INDIA AND REST OF THE WORLD	112-117
Jasmeet Kaur	
GREEN MARKETING OF SMALL AND MEDIUM ENTERPRISES – A STEP TOWARDS SUSTAINABLE DEVELOPMENT	118-121
Anita Khosla	
GREEN MARKETING WITH SPECIAL REFERENCE TO GREEN AGRICULTURE IN INDIA	122-128
Indpreet Kaur	
GREEN BANKING IN INDIA: THE NEED OF THE HOUR	129-133
Sumedha Gupta	
GREEN GROWTH - THE ECONOMICS OF SUSTAINABLE DEVELOPMENT	134-139
Mrs. Anju Sharma	
HOW TO GO GREEN FURNITURE	140-145
Johny Bansal, Harleen Kaur	
GREEN MARKETING	146-151
Jinesh Jain, Sanjay Gupta	
GREEN MARKETING	152-157
Harpreet Kaur, Kulwant Kaur	
GREEN MARKETING: CHANGING PARADIGM IN MARKETING	158-163
Dr Kanwaljit Kaur	
CONSUMER BEHAVIOUR AND GREEN MARKETING	164-170
Mandeep Kaur, Navjot Kaur, Anisa	
GREEN MARKETING INITIATIVES BY CORPORATE SECTOR	171-176
Rama Bansal	
GREEN MARKETING - NEED OF THE HOUR	177-179
Jaisika, Jaswinder, Deepika, Soviya	
GREEN MARKETING — A BOON	180-187
Sukhwinderpal Singh	
GREEN MARKETING IN INDIA : NEW HOPES, CHALLENGES AND OPPORTUNITIES	188-192
Prof. Akhileshwar	
CONSUMER BEHAVIOR AND GREEN MARKETING	193-197
Mandeep Kaur	
GREEN MARKETING – A STEP TOWARDS SUSTAINABLE DEVELOPMENT	198-200
Tarun Ghai	

GREEN MARKETING-A NEED & DEMAND OF THE CONSUMER

Lalit Khullar

Assistant Professor, Department of Commerce Harf College,
Nabha Road, Malerkotla

ABSTRACT

Green Marketing is a constantly emerging concept. Companies are producing 'Green Products' by producing eco friendly products to attract more customers because in the modern world of competition and consumerism only that business can survive that meets the requirements of consumers. Consumers are also very much concerned about the impact of the products on their health as well as on the environment. So, we can say that the behavior of a consumer is directly affected by the consumption of Eco friendly products and the Green Marketing. So there must be a balance between what is produced by the companies and what is demanded by the consumers. The aim of the study is how consumer buying behavior is affected by the green marketing and how companies can get the competitive edge by adopting it. What are the strategies in green Marketing companies adopting to enhance the customers. How demand could be enhanced by pursuing the green strategies. This paper depicts the impact of Green Marketing on the behavior of consumer. In this paper useful data is shown to study the impact of Green marketing on the consumer behavior and to make comparison of the behavior of consumers of different places. Government's supportive role is very necessary for the success of Green Marketing hence a little look is also made on government's role on Green Marketing.

Key words: Green products, Green marketing, Consumer behavior, Green strategies, Consumer awareness.

INTRODUCTION

Traditional marketing was focused at satisfaction of customer and the achievement of profit targets of the producer. Green marketing tries to satisfy customer while upholding ecosystem compatibility. As marketing quote says "Consumer is the King" therefore only that product can be produced and sold what the consumer want. Today consumer has become more aware of the need of environment conservation beside his own requirements. Satisfaction of consumer requirements along with the safety of environment has become the challenge for the companies in this era of awareness. Environmental issues like Global warming, Non-biodegradable solid waste and Harvesting of trees etc. have harmful impact on the environment and eco-system. Green marketing concept is evolved to cope with all this. Green marketing is seen as holistic marketing approaches that ensure least detrimental process of production, consumption and disposal of products & services. Green marketing has evolved in three phases:

- **Ecological phase** in which marketing activities were confined to solve the environmental issues;
- **Environmental phase** that emphasized the introduction of eco-friendly products, preventing the pollution and utilization of waste;
- **Sustainable phase** that necessitate the companies to produce to meet the present needs without affecting the future generations.

Green marketing has created a strong public opinion that offspring the boost in the demand of the product. Consumers are attracted through Green marketing besides meeting the Social Corporate Responsibilities by the companies.

Law and Order Administration in India



Edited By:
Dr. Dharmendra Singh

LAW AND ORDER ADMINISTRATION IN INDIA

Edited By:

Dr. Dharmendra Singh

*Assistant Professor, Department of Public Administration,
National College for Women, Machhiwara, Ludhiana(Punjab).*



**National Press Associates
New Delhi**

© All Rights Reserved 2016

All rights reserved. No part of this book may be reproduced or Transmitted in any form or by any means of electronic or mechanical including photocopy, recording or any information stored in a retrieval system, without the prior written permission of the publisher.

ISBN No: 978-93-85835-45-2

Price: 980/-

The Responsibility for the facts or opinions expressed in the book is entirely of the Author. Neither the Publisher is responsible for the same.

Published By:

National Press Associates

Admin Office: C-24, Ground Floor, Panchsheel Vihar, Malviya Nagar, New Delhi-110017, India

Regional Office: 79, Guru Angad Dev Nagar, Flower Enclave, Dugri, Ludhiana-141013, Punjab, India

Branch Office: C-104, Anuroop Society, Vartak Nagar, Thane (West)-400606, Maharashtra, India

Email: info@npajournals.org | www.npajournals.org

Hacking: A Cyber Crime <i>Mr. Lalit Kumar</i>	118
E-Banking and Cyber Crime in India <i>Ms. Sukhwinder Kaur</i>	125
Crime against Children in India <i>Ms. Parminder Kaur</i>	132
Cyber Crime: A New Challenge <i>Ms. Susreshtha</i>	139
Crime against Women in India <i>Ms. Ritika Kapoor</i>	147
Crime against Children in India <i>Ms. Ramanjit Kaur</i>	158
Domestic Violence: The Dark Truth of Our Society <i>Ms. Navjeet Kaur</i>	165

Section-C: Law & Order and Human Rights

Role of Human Rights Commission in Protection of Human Rights of Reserved Categories: A Case Study of Punjab State Human Rights Commission <i>Dr. Raghav Khanna</i>	179
Impact of Social Capital on Crime and Human Rights <i>Mr. Shiv Kumar</i>	190
Right to Constitutional Remedies- Sentinel of Fundamental Rights <i>Mr. Harjinder Singh Bhardwaj</i>	199
Constitutional and Legal Safeguards for Women in India <i>Ms. Reetu Sharma</i>	205
Human Rights Conflict and Law Enforcement in India <i>Ms. Inderjeet Kaur</i>	214
Role of Education in Promotion and Protection of Human Rights <i>Ms. Preet Kamal Kaur</i>	

Hacking: A Cyber Crime

Mr. Lalit Kumar

Abstract

With the use of internet where life has become so easy, on the same manner it has become unsafe with regard to the loss of important information, unfair use of identity and personal information, breach of security and loss of privacy and damage to the computer software etc. Some people have unauthorized intrusion into someone's computer system. These are called 'Hackers'. However, all the hackers do not attempt to break the security of computer software with the wrong intentions of deceiving or causing loss to others. Those who do this with the wrong intentions are called 'Crackers'. There are many techniques those are being used to endanger the safe use of the internet by a person. Indian government has made the IT Act 2000 to regulate Cyber activities which is being amended from time to time. There are provisions of Penalty and Prosecutions under the Act for Hacking and other Cyber crimes. But, those are not sufficient to prevent the cyber crimes. Some preventive measures should be taken both by the users and by the government to safeguard the nation from the cyber crime attacks.

Keywords: Cyber Crime, Hacking, Computer, Internet and Information Technology.

Use of internet has made life very effortless and speedy. Internet has made the world a small place since no matter how far we are but able to connect with people on social sites, make instant payments without going anywhere. There are many advantages of the Internet. But there are also many disadvantages of it. Cyber crime is one of the major disadvantages of using Internet. Malicious software used and any theft made by anyone on the Internet is a Cyber Crime. It can seriously damage anyone Financially, Socially and Personally. There are many types of Cyber Crimes that are increasing rapidly. Such crimes may threaten a nation's security and financial health. Issues surrounding these types of crimes have become significant, particularly those

Indian Administration: Issues and Challenges



Edited By:
Dr. Dharmendra Singh

© All Rights Reserved 2015.

All rights reserved. No part of this book may be reproduced or Transmitted in any form or by any means of electronic or mechanical including photocopy, recording or any information stored in a retrieval system, without the prior written permission of the publisher.

ISBN No: 978-93-85835-11-7

Price: 1380/-

The Responsibility for the facts or opinions expressed in the book is entirely of the Author. Neither the Publisher is responsible for the same.

Printed in India

National Press Associates

Admin Office: C-24, Ground Floor, Panchsheel Vihar, Malviya Nagar, New Delhi-110017,
India

Regional Office: 79, Guru Angad Dev Nagar, Flower Enclave, Dugri, Ludhiana-141013,
Punjab, India

Branch Office: C-104, Anuroop Society, Vartak Nagar, Thane (West)-400606, Maharashtra,
India

Email: info@npajournals.org www.npajournals.org

Cyber Crime: A Study of Contemporary India
 Mr. Raj Kumar167-178

Corruption in Law Enforcement in India
 Ms. Inderjeet Kaur179-186

Women Entrepreneurs and Challenge to Law
 Ms. Sukhvinder Kaur187-190

Indian Law-Origin and Emergence
 Mr. Lalit Khullar191-197

Impact of Liberalization on Women
 Ms. Navdeep Sharma198-206

Conceptualizing The Denial of Human Rights to Dalit
 Women through Gulzar's Short Story 'Dalia'
 Ms. Seema Rani207-212

Indian Democracy: Major Challenges
 Ms. Preet Kamal213-231

Community Policing: A Study of District Panchkula,
 Haryana
 Mr. Anwar Singh232-246

Corruption in Law Enforcement in India
 Ms. Inderjeet Kaur247-254

Corruption in Law and Order Administration in India
 Ms. Parminder Kaur255-260

and Challenges
 in
 the
 Indian
 Govt

INDIAN LAW-ORIGIN AND EMERGENCE

Indian Administration: Issues and Challenges

Mr. Lalit Khullar
 Assistant Professor, Commerce HARK College,
 Malerkotla, Ludhiana (PB), India.

Abstract

Indian law and order has evolved mainly from Vedas and Indigenous customs of 3000 years ago. Even during Bronze Age and the Indus valley civilization, India had some sort of legal system. It has evolved mainly during four periods that are Vedic period, Islamic period, British rule period and Post independence period. During Vedic period law and order was only aimed to protect 'Dharma' that means righteous and duty. During Islamic period the administration of justice was regarded by the Muslim kings as a religious duty. Quran is the first and most important source of Islamic law beside Sunna, ijma and Qiyas. It was introduced particularly in some areas of North India. During British rule period 'English Common Law' was a residual law in the high courts of Mumbai, Kolkata and Chennai. Justice, equity and good conscience" have supplied the rule of law when no Indian statute or rule of personal law covered the point.

During Post independence period there are three types of courts. Supreme Court is the highest court of the land and enjoys a very wide jurisdiction. High courts are the in the Middle and have superintendence over all the courts within its territorial jurisdiction. Subordinate courts are at the low and have to follow the instructions and guidance of both Supreme Court and High Court. Many new Laws has been enacted but still it need improvement in Indian Legal System. India has been ruled by many civilizations. Aryan, Mughals and British are the prominent of all. All of these civilizations have an impact on the Social, Cultural, and legal values of India. Indian Law has an Ancient origin and has been emerged through many stages. This law is the