

For VI Semester, B.Com, Kuvempu University

Management Accounting

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Management Accounting

(For 6th Semester B.Com, Kuvempu University)

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First Edition:: 2016

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- Published by** : Mrs. Meena Pandey for Himalaya Publishing House Pvt. Ltd.,
"Ramdoot", Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004.
Phone: 022-23860170/23863863, Fax: 022-23877178
E-mail: himpub@vsnl.com; Website: www.himpub.com
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P.O. Bharalumukh, Guwahati - 781009, (Assam).
Mobile: 09883055590, 08486355289, 7439040301
- DTP by** : SPS, Bengaluru.
- Printed at** : M/s. Aditya Offset Process (I) Pvt. Ltd., Hyderabad.



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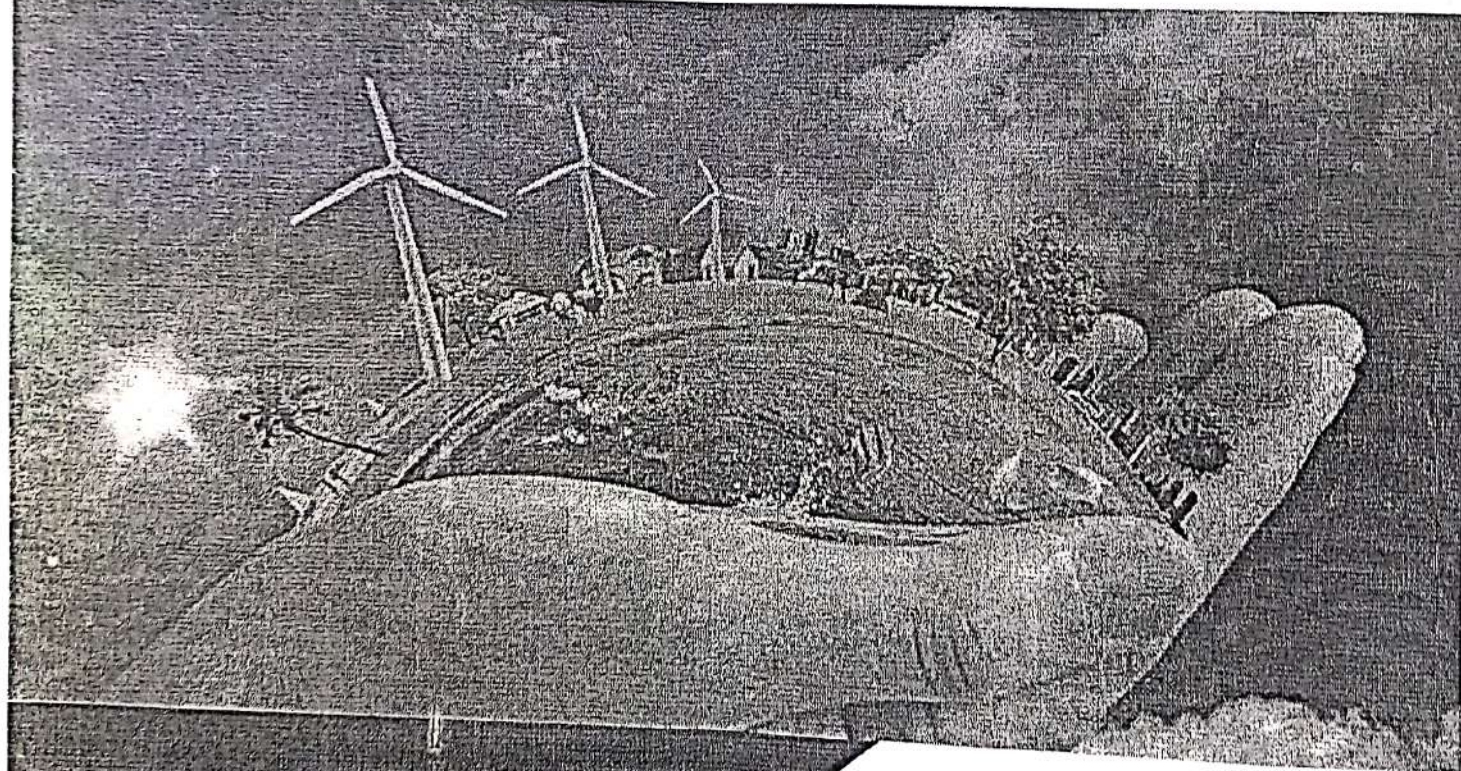
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ISBN: 978-93-5202-163-5

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**Department of Environmental Science
Bangalore University, Bengaluru**

TREATMENT EFFICIENCY OF *RHIZOPUS NIGRICANS* IN DEGRADATION OF PAPER MILL EFFLUENT

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Abstract

Pulp and paper mill is considered as one of the important industry and fifth largest contributor to industrial water pollution. The problems associated with pulp and paper mill effluents are pH, color, high levels of Biochemical Oxygen Demand (BOD), Chemical Oxygen Demand (COD), Suspended Solids (SS), Adsorbable Organic Halides (AOX) etc. (Kumar *et al.*, 2014). Many treatment technologies are already in practice, among which biological method of effluent degradation is found to be efficient and cost effective involving the natural processes resulting in the efficient conversion of hazardous compounds into simpler ones. This technique requires suitable microbial strains which can undergo various physico- chemical reactions in the polluted water and during the metabolism the pollutants are degraded and removed. Research using different bacterial and fungal strains for bioremediation studies of paper mill effluent has been reported. In the present investigation, an attempt has been made to study the effluent treatment efficiency of *Rhizopus nigricans*. Results reveal that *Rhizopus nigricans* is efficient in degradation of effluent to a considerable extent.

Key words: Bioremediation, degradation, strains, metabolism, phenols, turbidity.

Introduction

Water pollution is the presence of any foreign substance in water which tends to degrade the quality and usefulness of water. It is one of the major problem being faced today and occurs mainly by the contamination of water from various sources like industries, agricultural activities, house hold activities etc. In case of an industry the water requirement is very large and waste water generation is voluminous thus creating an increasing demand for clean water.

Pulp and paper mills are categorized as a core sector industry and are the fifth largest contributor to industrial water pollution (Singh, 2011). Paper manufacturing is one of the oldest and largest industry in India with an installed capacity of about three million metric tones per annum finished product, (Dhanushree and Kousar, 2015). It is estimated that 273-450m³ of water is required to produce 1 ton of paper and waste water generation is about 60-

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Published by
Prestige Books International

New Delhi 110 060
prestigebooks@gmail.com
Phone: 9818755529

Associate Office
11B, Broomwood Road
London SW11 6HU

Associate Office
P.O. Box 2250
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© Editor/ Publisher 2019
ISBN: 978-81-938503-1-2

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Preface

Popular literature is a writing that does not deal with abstract problems. A study of the popular English fiction in India is a study of the expectations and trends of the masses which makes the study relevant. The local and international events leave an impact on an average Indian's mind and lifestyle. Then it is reflected in his tastes. It is also an analysis of the cultural standards of the society. This volume has articles related to popular literature, folk, culture and cinema.

This volume contains written versions of most of the papers presented during the International Conference on "Emerging Issues in Contemporary Literature" which took place at the 87-year-old historical building of Karnataka Sangha in Shivamogga from December 7-9, 2017.

The Conference provided a setting for discussing recent developments on a variety of topics. It offered a good opportunity to the participants coming from different states of India and so many districts of Karnataka to present and discuss topics in their respective areas of research: Feminism, Popular Literature and Global Fiction. The papers were followed by lively discussions and literary interaction. We look forward to holding such events in the years to come.

I would like to thank all participants for their contribution to the Conference program and the Proceedings. Many thanks go to the FOCET members for their assistance in the overall organization of the conference. Our special thanks

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Literature / Indian Writing

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ISBN 978-81-938503-1-2



9 788193 850312

ISSN 2454-3314

THE INVESTIGATOR

An International Refereed Journal of Multidisciplinary Explorations
(Vol. 5, No. 1) **March 2019**



Association for Cultural & Scientific Research

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Relevance of George Orwell's *Nineteen Eighty Four* in the Twenty First Century

George Orwell's Nineteen Eighty Four, is by many known for, and consequently discussed in terms of its, 'predictions' of the future and its political satire. It is published in 1949, as dystopian novel. The novel is set in the year 1984, when most of the world population have become victims of perpetual war, omnipresent government surveillance and propaganda. The study attempts to emphasis on the concepts such as; surveillance, Doublethink, thought crime, newspeak and memory hole. Further the study highlights how Orwell's 1984 philosophically understands dictatorship, which is still relevant to contemporary world society as a source of reflections about power. Indeed, the book was regarded by the dissident intellectuals of the East as a "realistic and detailed analysis of the mechanisms of power", rather than as just a novel.

Eric Arthur Blair better known by his pen name George Orwell, was an English novelist, journalist and critic whose work is marked by lucid prose, awareness of social injustice, opposition of totalitarianism and outspoken support of democratic socialism. He is best known for the allegorical novel *Animal farm* (1945) and the dystopian novel *Nineteen Eighty Four* (1949). His other works includes *The Road to Wigan Pier* (1937), *Homage to Catalonia* (1938). His *Nineteen Eighty Four* is often compared to *Brave New World* by Aldous Huxley; both are powerful dystopian novels warning of a future world where the state machine exerts complete control over social life. In *Nineteen Eighty-Four* (1984) George Orwell portrays a futuristic dystopian society which is set in modern day London and referred to as Oceania, a society in which the citizens are under constant control by the Party, the ruling force of the nation. The citizens of the Oceania are constant surveillance by the use of cameras, microphones, a secret police, as well as by fellow citizens that will alert the government if they witness illegal behaviour.

In *Nineteen Eighty-Four* the government permeates every aspect of daily life, going to such lengths as to turn children against their parents and friends against each other in a society where everyone is used as a means of control by the government. To better understand the control by the government we can apply the Jeremy Bentham's Panopticon principle. It is a type of institutional building and a system of control designed by him in the late 18th century. Through this principle he wants to explain that it is impossible for the government (Big Brother) to observe all the citizens of the country at once. Hence the Oceania has the idea of Surveillance to snoop the activities of both private and public. So the idea of panoptican was further expanded by philosopher Michel Foucault in 1975 in his book *Discipline and Punishment: The Birth of the Prison* in which he analyze the mechanisms of discipline within a panoptic prison.

ISSN: 2454-3314

The Investigator is an international refereed multidisciplinary journal published quarterly (March, June, September and December), launched under the auspices of the academic community Association for Cultural & Scientific Research (ACSR). Keeping the panoramic scopes of research as a vibrant path, *The Investigator* intends to reflect on the skilled minds attitudinally conjuring from humanities to other disciplines. The journal explores the currents of criticism and unleashes divergent thinking.

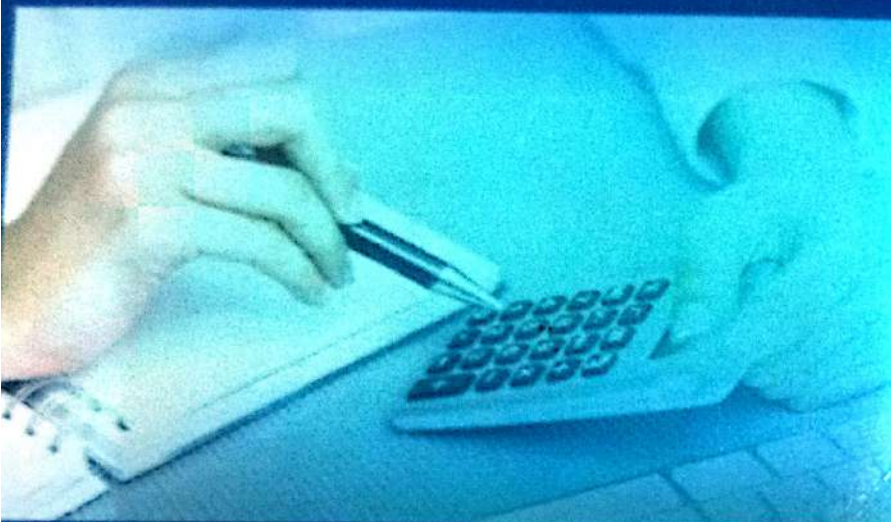
March 2019
Vol.5, No.1



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First Edition: 2019

Published by : Mrs. Meena Pandey for **Himalaya Publishing House Pvt. Ltd.**,
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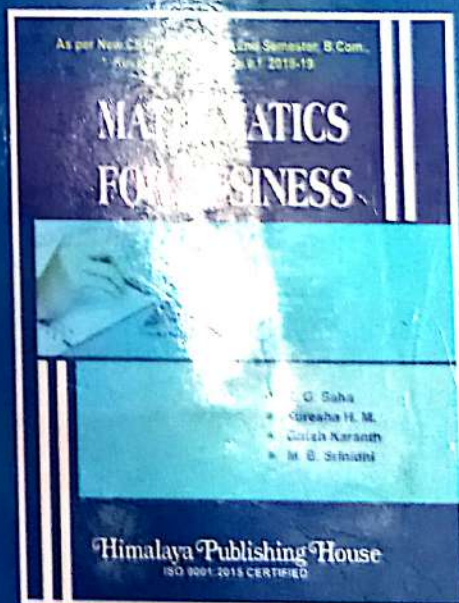
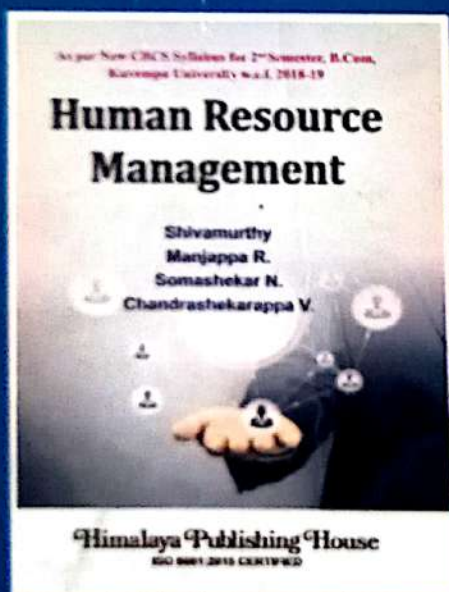
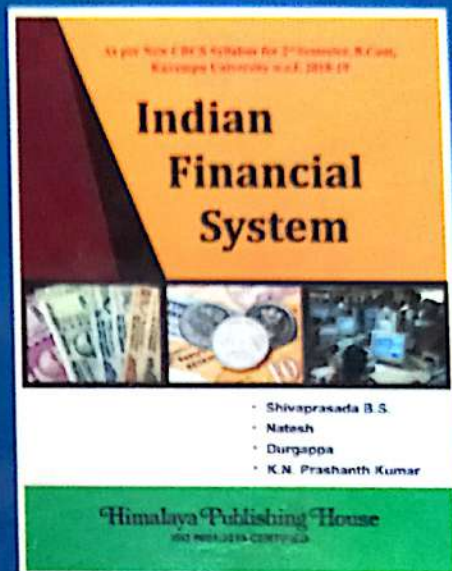
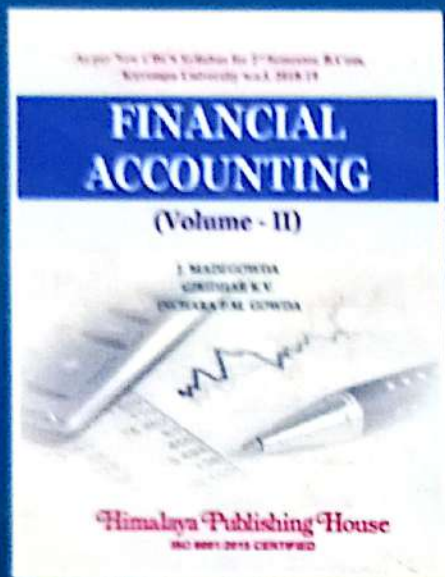
DTP by : SPS, Bengaluru.

Printed at : M/s. Aditya Offset Process (I) Pvt. Ltd., Hyderabad.

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First Edition: 2019

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- DTP by** : **SPS, Bengaluru.**
- Printed at** : **M/s. Aditya Offset Pr**

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Marketing Mix *note*

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Importance of Product

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Dimension of Product

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Product Mix Decision

Factors Influencing Change in Product Mix

Product Line

Product Life Cycle

Different Stages of Product Life Cycle

* Product Planning

Elements of Product Planning

Importance of Product Planning

Product Planning and Development Strategy

New Product Development *✓ fails in the market*

* Branding *function*

Types of Branding

Packing

* Packaging *essentials*

Pricing *factors influencing on pricing decision*

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Needs of Pricing

Importance of Pricing

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Promotion

Nature of Promotion

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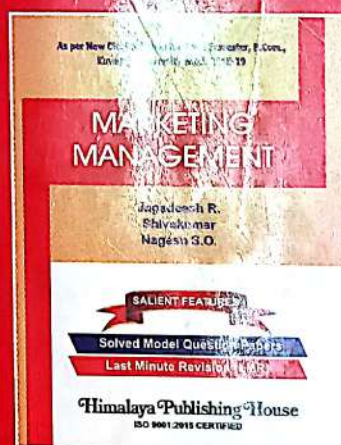
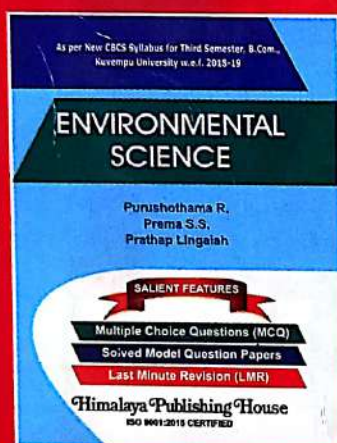
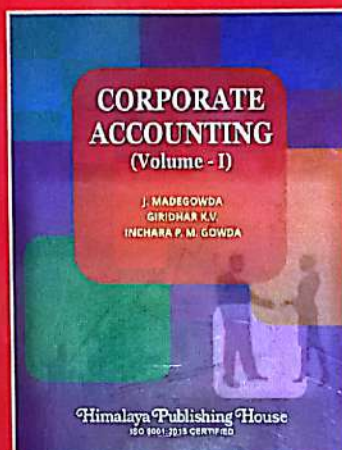
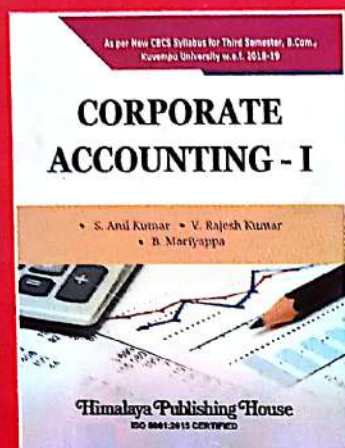
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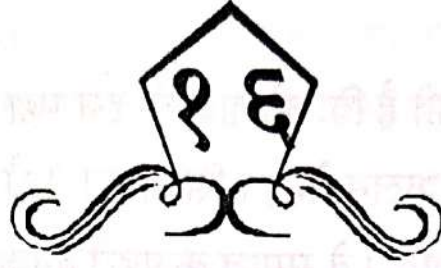
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- सती भीरती दयानंद

किसी भी विचारधारा एवं व्यक्तित्व का साहित्य पर परोक्ष और अपरोक्ष रूप में प्रभाव पड़ता है और उसको निश्चित रूप में संकेतित करना मुश्किल कार्य होता है। महात्मा गाँधी इतने बड़े व्यक्तित्वसंपन्न नेता थे कि ऐसा कहना अतिशयोक्तिपूर्ण नहीं होगा कि गौतम बुद्ध के बाद भारत में गाँधीजी ही एक ऐसे व्यक्ति थे, जिनका प्रभाव भारतीय जीवन-दृष्टि, विचारधारा, संवेदना, जीवन-रीतियाँ, समाज-मानस, व्यक्ति-मानस इत्यादि पर पड़ा और यह भी कहना अतिशयोक्तिपूर्ण नहीं होगा कि आज फिर से गाँधी जीवन-दर्शन महत्त्वपूर्ण होने लगा है। विश्व अणुशक्ति की संहारक छाया में काँपता हुआ जी रहा है। पारस्परिक संशय, भय और शंका किसी भी बौद्धिक निर्णय को स्वीकृति देने में ज़बरदस्त संकोच कर रही है, उपभोक्तावाद की अप-संस्कृति सम्मोहक मायाजाल में समूचे विश्व को फँसाकर निगलने को तैयार हो रही है, अपनी ज़रूरतों को संयत करने में मनुष्य नाकामयाब हो रहा है, राजनीति सत्ताकेन्द्रित होकर भ्रष्टाचार और अपराधीकरण से सड़ रही है, इंद्रिय भोग पर रोक लगाना मुश्किल होता जा रहा

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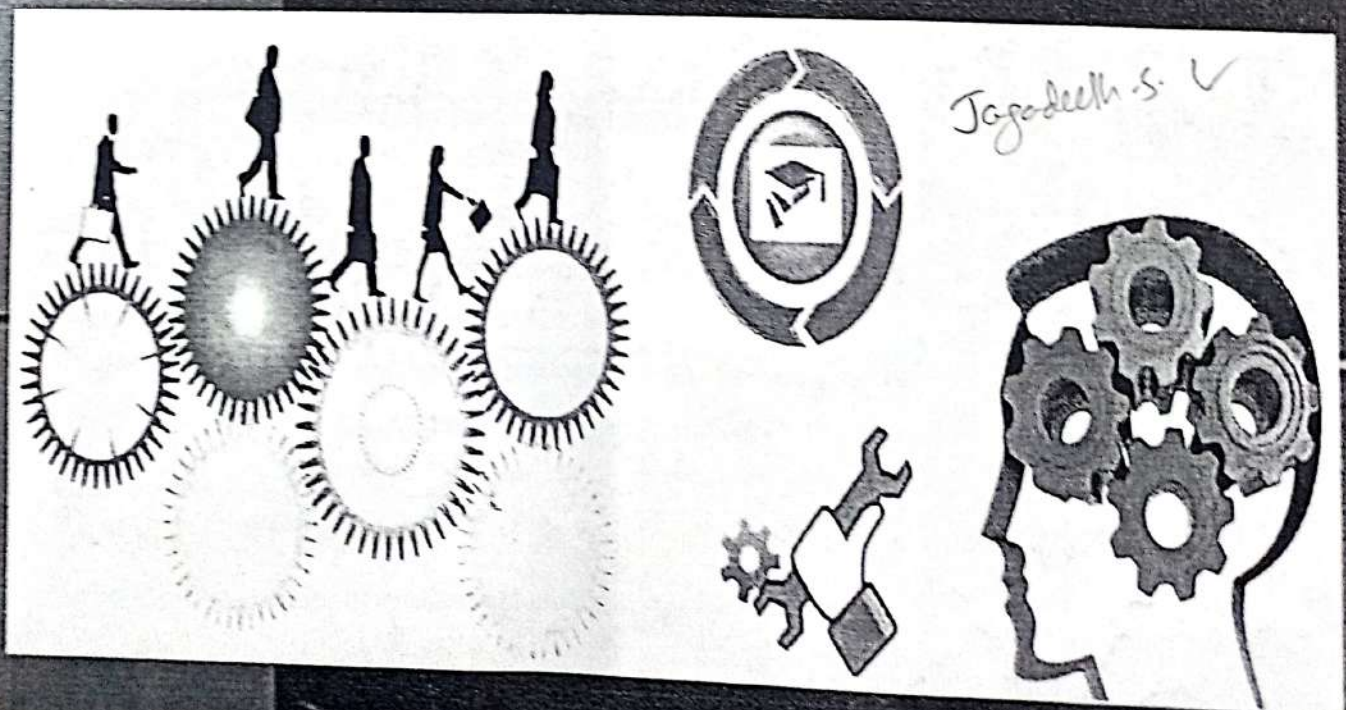


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ABOUT THE COLLEGE

Shivamogga is a prominent District in Karnataka. A major part of district lies in the Malnad, which means land of hills. Since Shivamogga is the gateway for the hilly region of Western Ghats or the Sahyadri, it is popularly called "Gate Way of Malnad." Shivamogga is the smart city and administrative center. Jog falls, which is very near to Shivamogga, is a major tourist attraction.

GFGC Shivamogga was established in the year 2006-07. It is a co-education college imparting quality education in the streams of Commerce, Management, Arts, Science & Computer application. The college has a team of highly qualified, Dedicated and the multifaceted faculty to guide the students to become academically competent, professionally superior, industrious and socially responsible. The skills and knowledge which are needed in the 21st century in the global context are being imparted with a broad-based academic curriculum. The college has grown into a study oak with more than 2500 students and provides placement facilities and trains students for their excellent future career.

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ISBN – 978-93-5396-548-8



Impact of GST on Different Sector- A Study

Dr. Durgappa¹ & Prof. Dhananjaya B.R² and Prof Jagadeesha S³

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Abstract

One of the main objectives of GST would be to eliminate the cascading impact of taxes on production and distribution cost of goods and services. The exclusion of cascading effects i.e. tax on tax will significantly improve the competitiveness of original goods and services which leads to beneficial impact to the GDP growth. It is felt that the GST would serve a superior reason to achieve the objective of streamlining indirect tax regime in India which can remove cascading effects in supply chain till the level of final consumers only when all such above mentioned indirect taxes are completely included in GST. It is understood that alcohol, tobacco and petroleum products will not be enclosed by GST as alcohol and tobacco are considered as Sin Goods, and governments do not like to allow free trade on these property. This paper clearly evaluate impact of GST in Economy in general and Different Sector like food industry, FMCG, automobile, IT sector etc., in particular.

Key words : GST, IT Sector, Textile, Auto, capital assets, Etc.,

• Introduction

Impact of GST in Indian Economy – Complete Analysis. Impact of GST in India. Amidst economic crisis across the globe, India has posed as a beacon of hope with ambitious growth targets, supported by slew of strategic missions like 'Make in India', 'Digital India', etc. Goods and Services Tax (GST) is expected to provide the much needed stimulant for economic growth in India by transforming the existing basis of indirect taxation towards free flow of goods and services within the economy and also eliminating the cascading effect of tax on tax. In view of the important role that India is expected to play in the world economy in the years to come, the expectation of GST being introduced is high not only within the country, but also in neighboring countries and in developed economies of the world. check more details about "Impact of GST in Indian Economy" from below.....

• Impact of GST in Indian Economy

Reduce tax burden on producers and foster growth through more production. This double taxation prevents manufacturers from producing to their optimum capacity and retards growth. GST would take care of this problem by providing tax credit to the manufacturer.

Various tax barriers such as check posts and toll plazas lead to a lot of wastage for perishable items being transported, a loss that translated into major costs through higher need of buffer stocks and warehousing costs as well. A single taxation system could eliminate this roadblock for them.

A single taxation on producers would also translate into a lower final selling price for the consumer.

Also, there will be more transparency in the system as the customers would know exactly how much taxes they are being charged and on what base.

GST would add to government revenues by widening the tax base.

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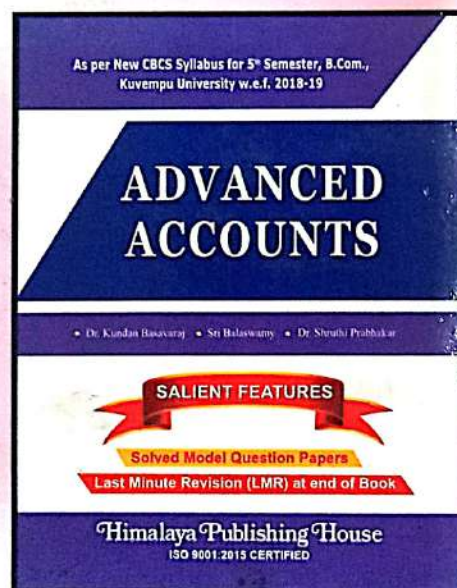
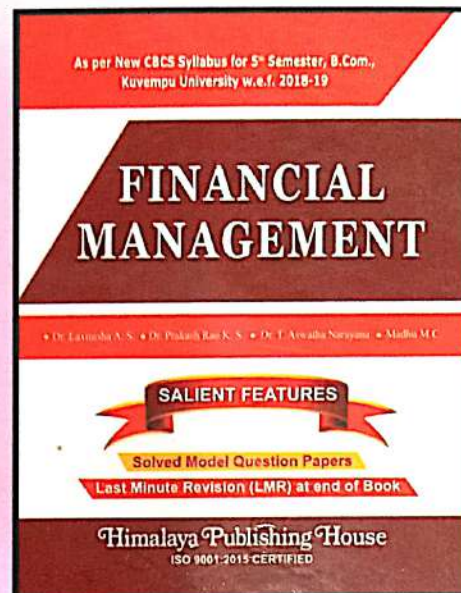
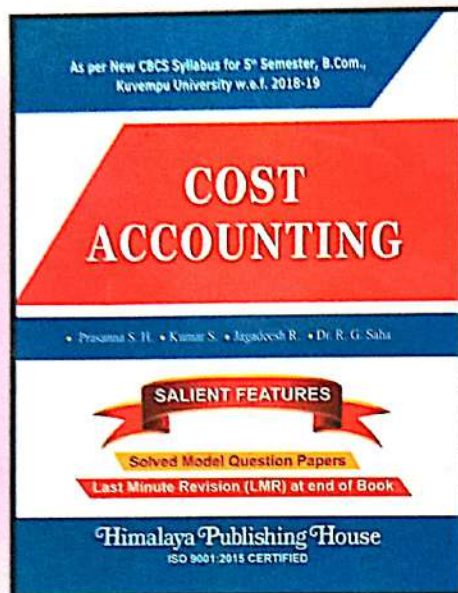
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Ramdoot, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004
Phone: 022-23860170/23863863; **Fax:** 022-23877178
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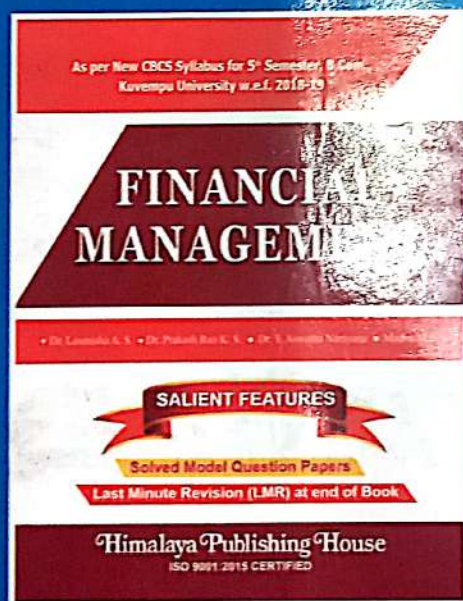
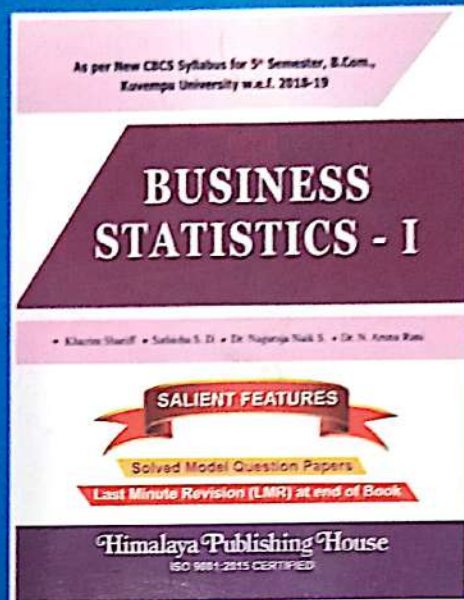
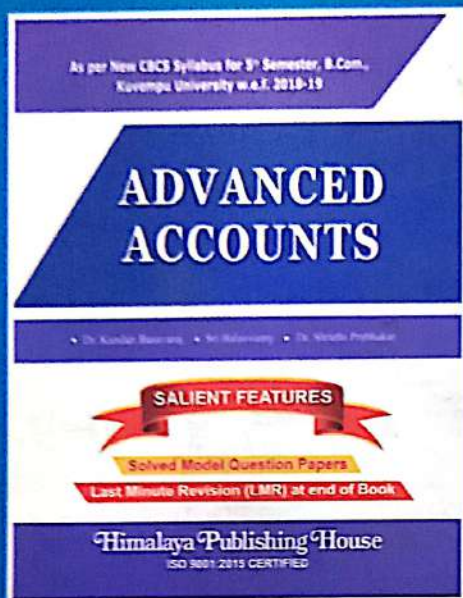
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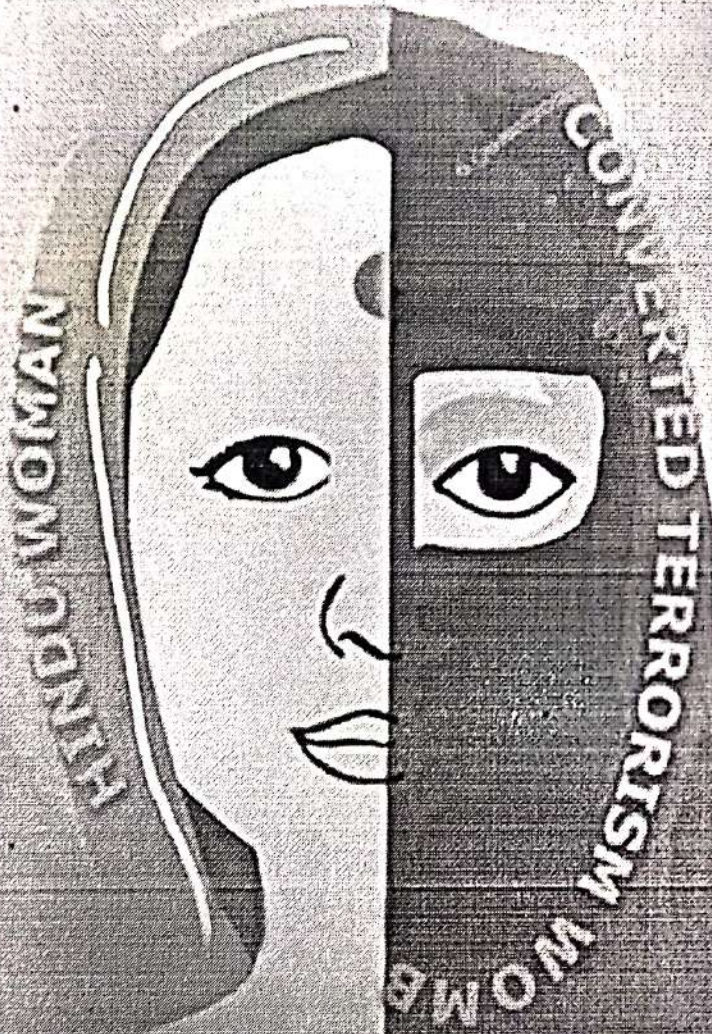
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Bheemavaadha
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December-2020 | Rs. 15/- | Vol-11 | Issue: 4



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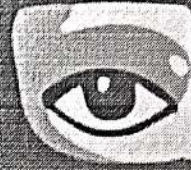
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ಭಾಷಾಧಾರಿತ ಚಳುವಳಿಗಳು ಮತ್ತು ಅವುಗಳ ತಾತ್ವಿಕ ಸಮಸ್ಯೆಗಳು

ಡಾ. ನಟರಾಜ ಕೆ.ಎಸ್.



ಭಾಷೆ ಎಂಬುದು ಅಮೂರ್ತವಾದ ವಿಚಾರ. ಈ ಭಾಷೆಯು ಮೂರ್ತರೂಪಕ್ಕಿಳಿಯುವುದೇ ಸಮ್ಮತ ಮತ್ತು ಬರವಣಿಗೆಯಲ್ಲಿ ಭಾಷೆ ಭೂತ, ವರ್ತಮಾನ, ಭವಿಷ್ಯ ಮತ್ತು ಇಡಿಯಾದದ್ದು. ಈ ಮಾತನ್ನು ಜಗತ್ತಿನ ಯಾವುದೇ ಭಾಷೆಗೆ ಅನ್ವಯಿಸಿ ನೋಡಬಹುದು. ಹೀಗಾಗಿ ಭಾಷೆಯು ವಿಶ್ವಸಾತ್ವಿಕ ಗುಣವುಳ್ಳದ್ದಾಗಿದೆ. ನಾವು ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗೆ ಮಾತಾಡುತ್ತೇವೆಂದರೆ ಆ ಭಾಷೆಯ ಬಗೆಗೆ ಪ್ರೀತಿ-ಮಮತೆಯೋ, ಅನುಕಂಪವೋ, ಕಿಚ್ಚು-ರೊಚ್ಚು ಈ ಎಲ್ಲಾ ಅಂಶಗಳು ಅಡಗಿರುತ್ತವೆ. ಇವು ಸಂದರ್ಭಾನುಸಾರ ಪ್ರಕಟವಾಗುವ ಭಾವನಾತ್ಮಕ ನೆಲೆಗಳಾಗಿವೆ. ಈ ಭಾವನಾತ್ಮಕ ನೆಲೆಯೇ ಪ್ರಮುಖವಾಗಿ ಮುನ್ನೆಲೆಗೆ ಬರುವುದು. ಅನೇಕ ಭಾಷೆ, ನೆಲ, ಜಲ ಆಧಾರಿತ ಹೋರಾಟಗಳನ್ನು ಗಮನಿಸಿದಾಗ ಕಂಡುಬರುವ ಅಂಶವಾಗಿದೆ. ಈಗ ಭಾಷೆ ಎಂಬುದು ರಾಜಕೀಯಗೊಂಡ ಕಾರಣಕ್ಕಾಗಿ ಚಳುವಳಿಗಳು ಭಿನ್ನ ಹಾದಿ ತುಳುವು ಗಡಿ ಪ್ರದೇಶಗಳನ್ನೂ, ಒಳಗೊಂಡಂತೆ ಗಡಿಯೊಳಗೂ ಭಾಷಾ ಅಸಹನತೆ ಜಾಸ್ತಿಯಾಗಿದೆ. ವರ್ತಮಾನದ ಭಾಷಾಧಾರಿತ ಚಳುವಳಿಗಳು ನೆಲ ಮತ್ತು ಜಲ ಕೇಂದ್ರೀಕೃತ ಹೋರಾಟಗಳಾಗಿ ಸೀಮಿತಗೊಂಡು ಸಂಕೀರ್ಣಗೊಂಡಿವೆ. ಇದು ಬಹುತೇಕ ಭಾಷಿಕ ಹೋರಾಟಗಳ ವರ್ತಮಾನದ ಗತಿತ್ವಿಯಾಗಿದೆ. ವಾಸ್ತವತೆಗಿಂತಲೂ, ತಾತ್ವಿಕ ವಿಚಾರಗಳಿಗಿಂತಲೂ ಭಾವನಾತ್ಮಕ ನೆಲೆಗಟ್ಟಿನಲ್ಲಿ ಭಾಷಾಧಾರಿತ ಹೋರಾಟಗಳನ್ನು ರೂಪಿಸಿದ ಕಾರಣಕ್ಕಾಗಿ ಅವುಗಳು ಗೊಂದಲಗಳಾಗಿ ಮಾರ್ಪಾಟಾಗಿವೆ.

ವಾಸ್ತವವಾಗಿ ಕನ್ನಡ ಭಾಷಿಕರ ನಿಜವಾದ ಸಮಸ್ಯೆಗಳನ್ನು ಚರ್ಚೆಯೊಳಗೆ ತರುವ ಬದಲು ಇಡೀ ಚಳುವಳಿಯ ಮಾರ್ಗವನ್ನು ಬದಲಾಯಿಸುವ ಪ್ರಯತ್ನವು ನಡೆದುಕೊಂಡು ಬಂದಿವೆ. ಇಡಿಯಾಗಿ ಭಾಷಿಕ ಹೋರಾಟಗಳನ್ನು ಅಲ್ಲಗಳೆಯುತ್ತಿಲ್ಲ. ಅಂದರೆ, ಅವುಗಳ ಆಶಯ ಏನೇ ಇದ್ದರೂ ಚಳುವಳಿಗಳು ಅನುಸರಿಸುವ ಹೋರಾಟಗಳ ರೂಪರೇಷೆಗಳನ್ನು ನಾವು ವಿಮರ್ಶಿಸಬೇಕಿದೆ. ಅವುಗಳು ಸಾಗಬೇಕಾದ ದಾರಿಯನ್ನು ಸರಿಯಾಗಿ ನಿರ್ದೇಶಿಸಬೇಕಿದೆ. ತಾತ್ವಿಕ ಮತ್ತು ಸಾಂಕೇತಿಕ ಹೋರಾಟಗಳು ಅವಶ್ಯಕ ನಿಜ. ಆದರೆ ಅವುಗಳನ್ನೇ ನಿಜವಾಗಿಯೂ ಆತ್ಮಂತಿಕ ಹೋರಾಟಗಳೆಂದು ಭಾವಿಸುವುದು ಭ್ರಮೆಯಲ್ಲಿ ತೇಲುವುದು ಸಾಧುವಲ್ಲ. ಕನ್ನಡ ಭಾಷೆಯ ಬಗೆಗಿನ ಚಳುವಳಿಗಳು ಸಾಮಾನ್ಯ ಜನರ ನೋವುಗಳನ್ನು, ಸಮಸ್ಯೆಗಳನ್ನು ಅಭಿವ್ಯಕ್ತಿ ಮಾಡುವಂತಿರಬೇಕು. ಆದರೆ ಈಗ ನಡೆಯುವ ಬಹುತೇಕ ಚಳುವಳಿಗಳು ಇದನ್ನು ಮರೆತಿವೆ. ಗೋಕಾಕ್ ಮಾದರಿಯ ಚಳುವಳಿಗೆ ಇದ್ದಂತಹ ತಾತ್ವಿಕ ಬದ್ಧತೆಗಳು ಈಗಿನ ಚಳುವಳಿಗಳಲ್ಲಿ ಕಾಣುತ್ತಿಲ್ಲ. ವರ್ತಮಾನೀಯ ಚಳುವಳಿಗಳು



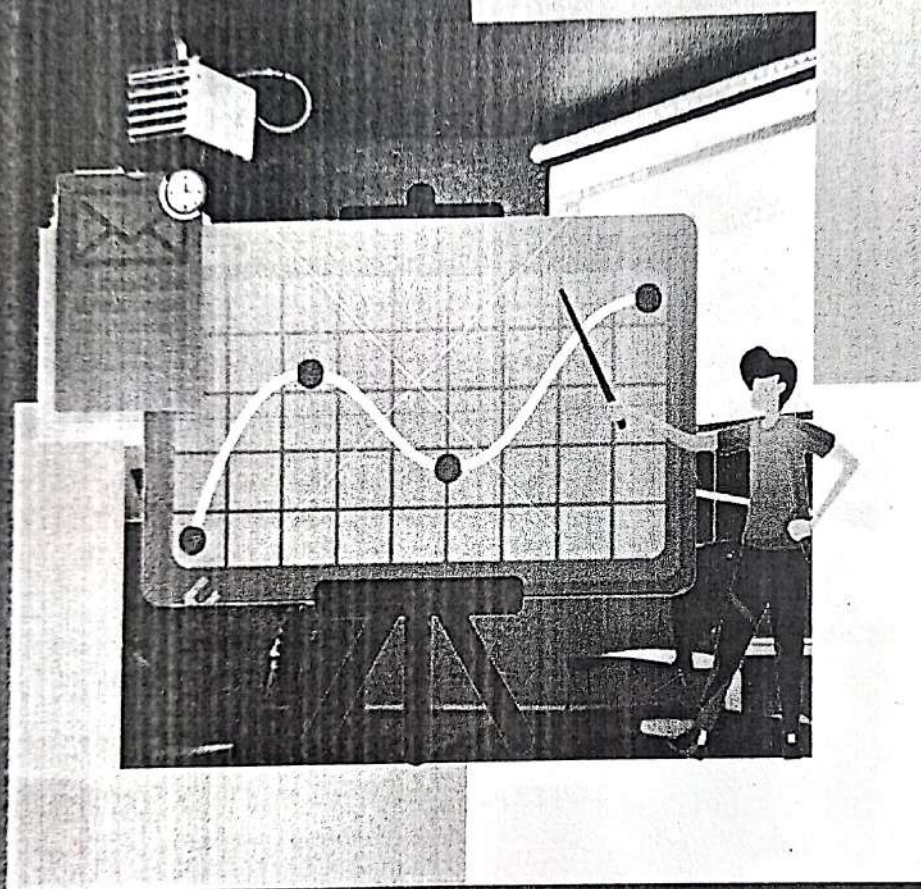
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Proceedings of National Seminar On
Marketing - 'Key to Organisational Success'

November 19, 2020



Organized by

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In Collaboration with

KMN Institute of PG Studies (M.Com Dept. of ATNCC)

NEW GENERATION MARKETING - A STUDY ON GREEN MARKETING AND SOCIAL NETWORK MARKETING

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ABSTRACT

Global economic environment is witnessing rapid changes which are providing many challenges and opportunities for business. New generation marketing is a new phrase coined in these days to meet the growing expectations of the consumers. As Indian consumers are becoming aware of products and services with brand equity, there is a need for re-orientation of communication styles, so that, the firm can reach the targeted customers within time with maximum marketing effort. New generation marketing is a multi-dimensional approaches aims at capitalizing marketing opportunities to maximize the benefits. In this background and attempt has been made in this paper to analyse various dimensions of new generation marketing and there implications.

INTRODUCTION

India being a most favourable destination for marketers because of its potential expansion as an emerging market. Marketer should not stick on to the traditional concept of communications their message to the customers but they must try to adopt changes in their marketing strategy with changing new generation trends. New generation marketing aims at creating more value to the customers. It is multi dimensional marketing approaches where customers are well informed and equipped with technology with a view explore market opportunities. Green marketing and social network marketing are important components of new generation marketing aimed at enhancing quality of life for customers on the one hand and achieving ecological balance on the other.

OBJECTIVES OF THE STUDY

The study mainly focuses on:

- Analysing dimensions of new generation marketing
- Examining the new innovation in the area marketing.
- Evaluating the implications of new generation marketing.

METHODOLOGY

The study is based on secondary data. Information has been obtained from various published and unpublished sources. Information from sources like journals, books, reports etc has been used.

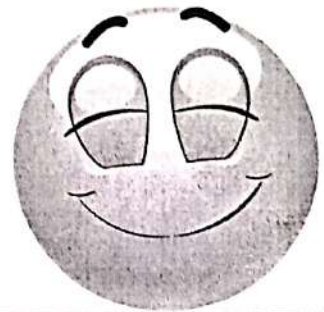
REVIEW OF LITERATURE

According to Mr. Monneke Jones, in his article 'Generational marketing; Harvest the hole family tree'(1). He opinions that old era concept of one-size fits all gone in marketing of products. Customers prefer advice and information which is suitable according to their needs. A well tailored marketing message increases loyalty in clients. Each generation have unique characteristics and mindset. Advisers have understood that how effectively can apply the generational marketing strategies will leads to more growth of business and potential customers.

Marketing Management



CONSUMER SATISFACTION



PROFIT FOR MARKETER



Dr. Vikram V
Dr. A. Venkataraju

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https://www.amazon.in/dp/B099Q17VVJ/ref=cm_sw-r-apan.

- 0676413963542V8ETDR3.

Year of publication - 16 July 2021

The present marketing environment is highly competitive. The students, aspiring to enter into corporate marketing field, have to develop and possess vibrant knowledge and distinctive skills to come out successful in their profession. The purpose of this book is to provide them with valuable knowledge and to help them develop required skills.

Important features of the book

1. Simple and easily understandable presentation.
2. Coverage of important topics of marketing management taught in universities.
3. Review questions at the end of each chapter, ranging from short answer questions to essay type questions, for the benefit of students.
4. Relevant cases to enhance creativity and analytical skills among students.



Dr. Vikram V is presently working as an Assistant professor of Marketing in the department of management studies, JNN College of Engineering, Shivamogga, affiliated to Visvesvaraya Technological university, Belagavi. He has worked as an executive for over 5 years in the areas of sales and Marketing in companies - Victory sales Associates, The Printers (Mysore) Private Limited (Deccan Herald & Prajavani) and The Express Publication (Madurai) Limited (The New Indian Express & Kannadaprabha). He completed his MBA (Marketing) in 2003 and Ph.D in Business Administration in the year 2017. The topic of his Ph.D is 'A study on Supply Chain Management practices of selected Newspaper Companies in Karnataka'. He has, to his credit, 12 years of teaching experience in Post Graduate departments. He teaches different subjects, like Supply Chain Management, Business Marketing, Integrated Marketing Communication, Research Methodology etc., for MBA students. He has delivered invited lectures on Marketing Management in Faculty development programmes / Entrepreneurship Development Programmes, Student Orientation Programmes etc. He has participated in National and International seminars and conferences and presented research papers there. He has also to his credit, publication of research papers in many National and International journals.



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Venkatesh Nagar, Shivamogga - 577 201
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Rs. 450/-

ISBN 978-93-5457-464-1



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First Edition: 2021

041192

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Published by : Mrs. Meena Pandey for **Himalaya Publishing House Pvt. Ltd.,**
Ramdoot, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004
Phone: 022-23860170/23863863; **Fax:** 022-23877178
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DTP by : **SPS, Bengaluru.**

Printed at : M/s. Sri Sai Art Printer, Hyderabad. On behalf of HPH.

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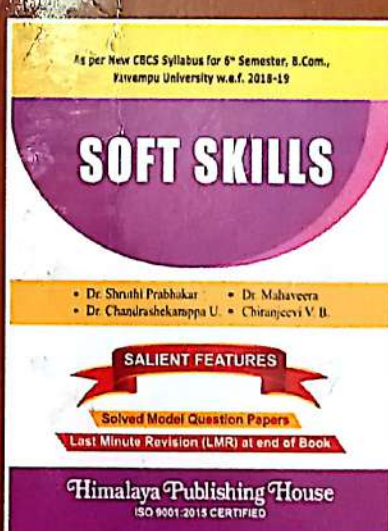
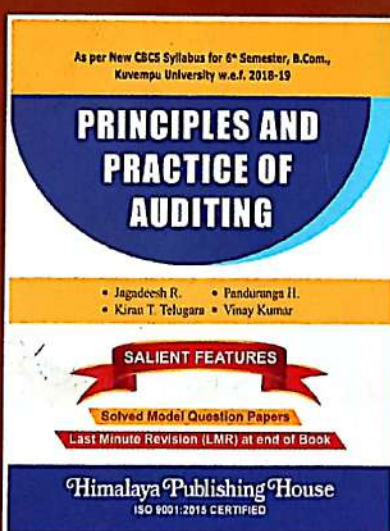
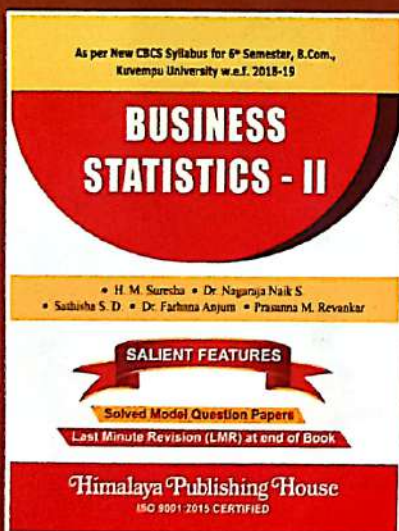
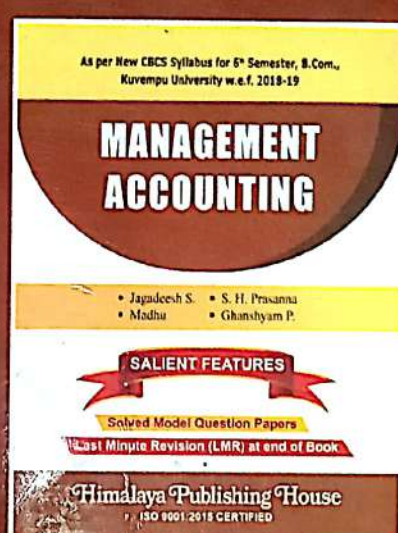
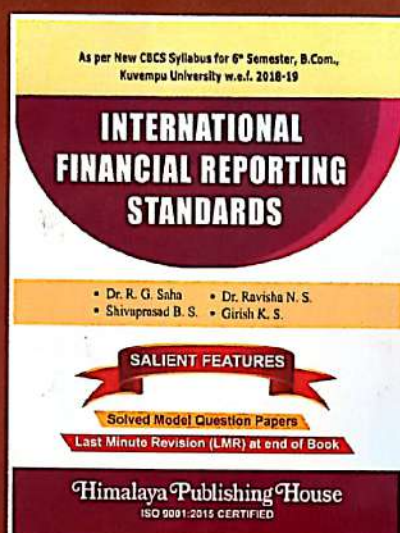
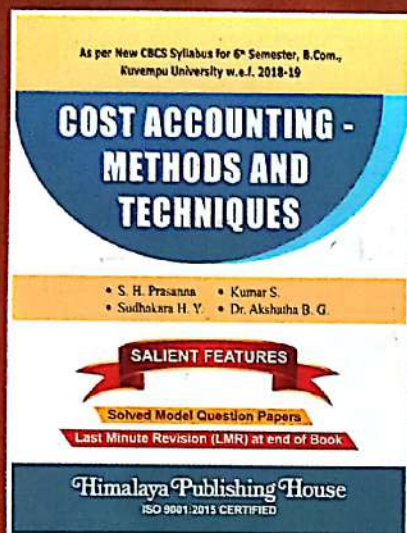
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First Edition: 2021

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- Published by** : Mrs. Meena Pandey for **Himalaya Publishing House Pvt. Ltd.**,
Ramdoot, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004
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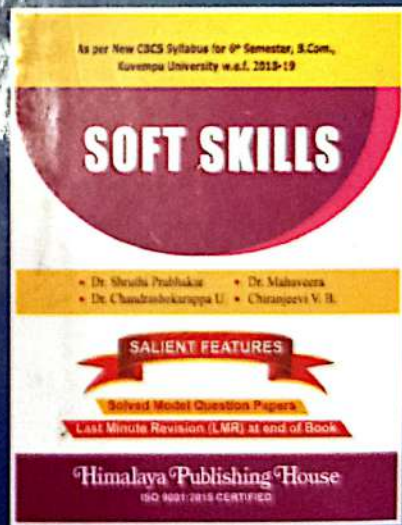
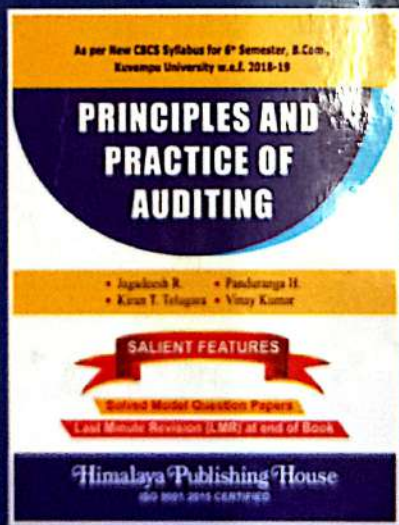
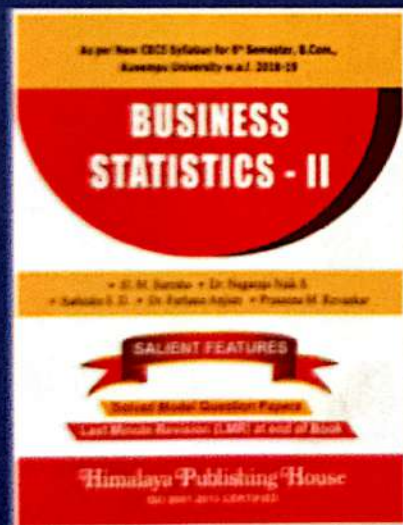
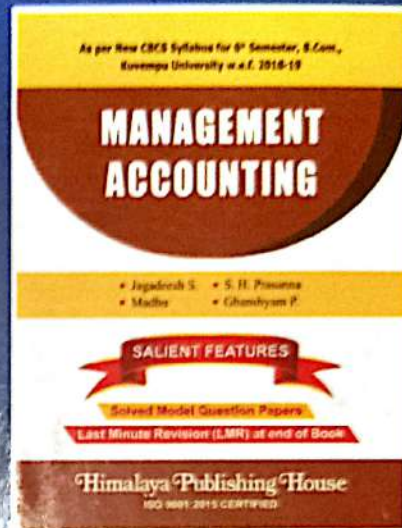
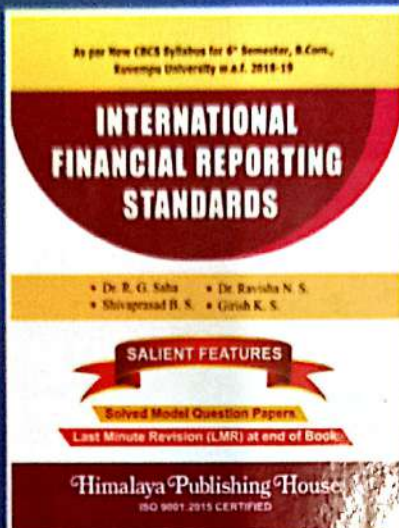
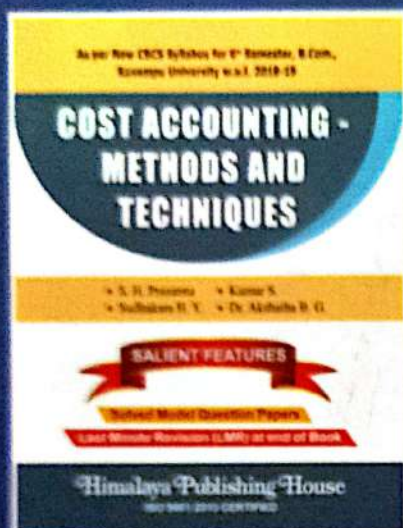
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First Edition: 2021

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- Published by** : Mrs. Meena Pandey for Himalaya Publishing House Pvt. Ltd.,
Ramdoot, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004
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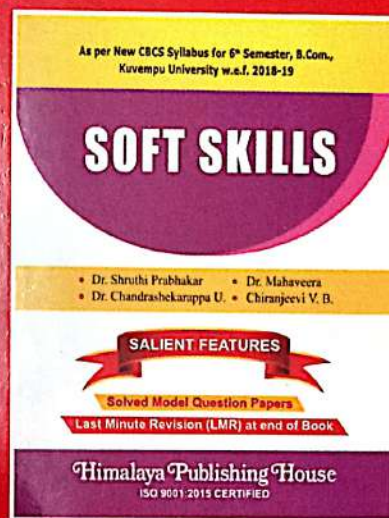
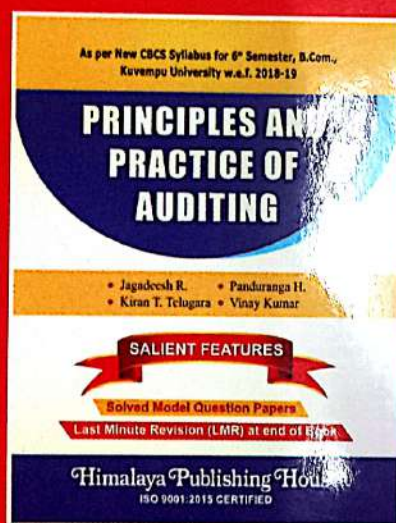
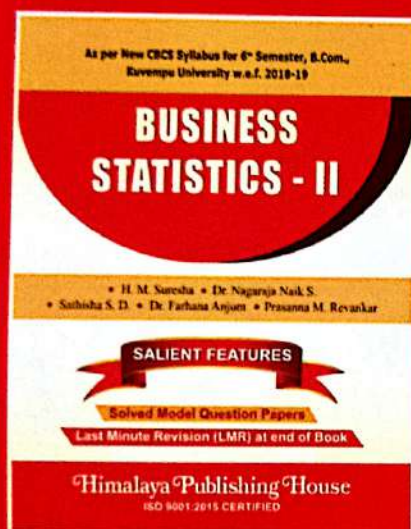
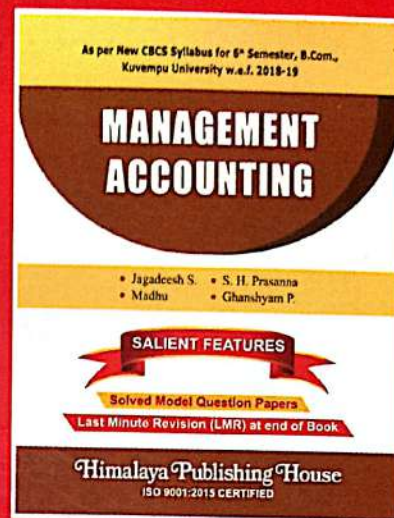
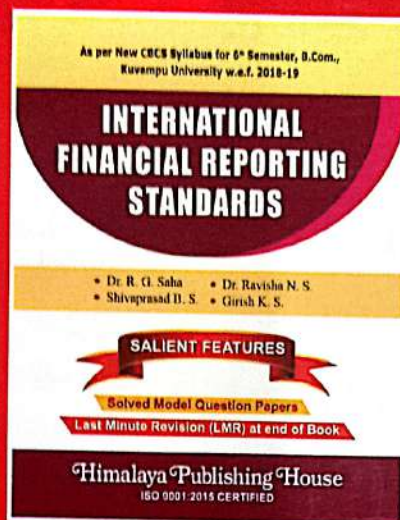
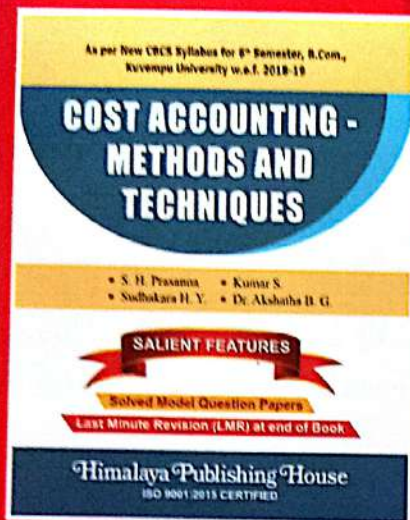
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Bheemavaadha
Kannada Monthly

ಮಾಸಪತ್ರಿಕೆ

January-2021 | Rs. 15/- | Vol-11 | Issue: 5

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ಬಂಧನ



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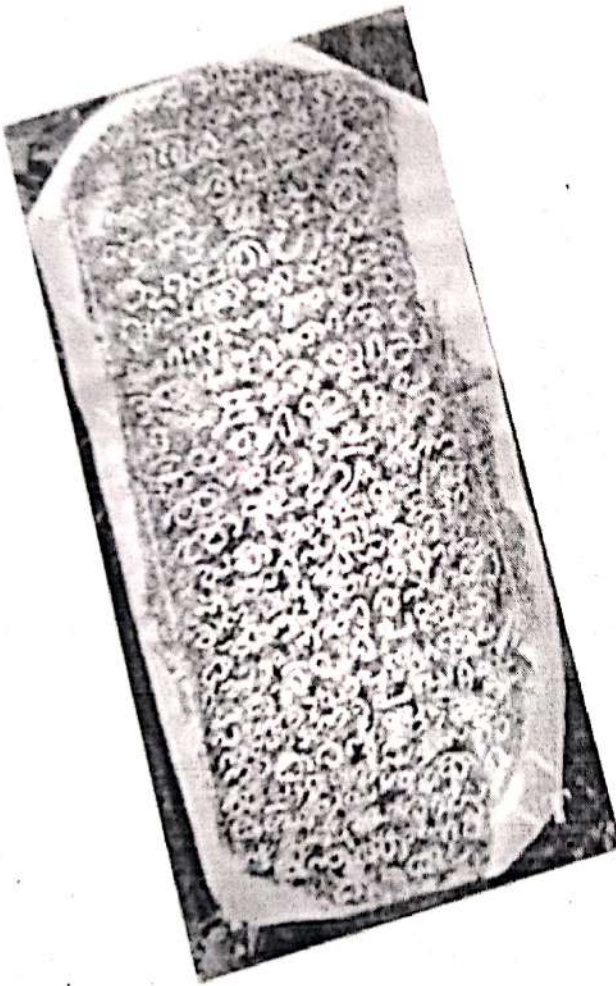
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ಡಾ. ನಟರಾಜ ಕೆ.ಎಸ್.



ಭಾಷೆ ಎಂಬುದು ಆಮೂರ್ತವಾದ ವಿಚಾರ. ಈ ಭಾಷೆಯು ಮೂರ್ತರೂಪಕ್ಕಿರುವುದೇ ಸತ್ಯ ಮತ್ತು ಬದಲಾಗದುದು. ಭಾಷೆ ಭಾಷೆ, ವರ್ತಮಾನ, ಭವಿಷ್ಯ ಮತ್ತು ಇಡೀಯಾದದ್ದು. ಈ ಮಾತನ್ನು ಜಗತ್ತಿನ ಯಾವುದೇ ಭಾಷೆಗೆ ಅನ್ವಯಿಸಿ ನೋಡಬಹುದು. ಹೀಗಾಗಿ ಭಾಷೆಯು ವಿಶ್ವಾತ್ಮಕ ಗುಣವುಳ್ಳದ್ದಾಗಿದೆ. ನಾವು ಕನ್ನಡ ಭಾಷೆಯ ಬಗ್ಗೆ ಮಾತಾಡುತ್ತೇವೆಂದರೆ ಆ ಭಾಷೆಯ ಬಗ್ಗೆ ಪ್ರೀತಿ-ಮಮತೆಯೂ, ಅನುಕಂಪವೂ, ಕಿಚ್ಚು-ರೋಚ್ಚು ಈ ಎಲ್ಲಾ ಅಂಶಗಳು ಅಡಗಿರುತ್ತವೆ. ಇವು ಸಂದರ್ಭಾನುಸಾರ ಪ್ರಕಟವಾಗುವ ಭಾವನಾತ್ಮಕ



ನೆಲೆಗಳಾಗಿವೆ. ಈ ಭಾವನಾತ್ಮಕ ನೆಲೆಯೇ ಪ್ರಮುಖವಾಗಿ ಮುನ್ನೆಲೆಗೆ ಬರುವುದು. ಅನೇಕ ಭಾಷೆ, ನೆಲೆ, ಜಲ ಆಧಾರಿತ ಹೋರಾಟಗಳನ್ನು ಗಮನಿಸಿದಾಗ ಕಂಡುಬರುವ ಅಂಶವಾಗಿದೆ. ಈಗ ಭಾಷೆ ಎಂಬುದು ರಾಜಕೀಯಗೊಂಡ ಕಾರಣಕ್ಕಾಗಿ ಚಟುವಟಿಕೆಗಳು ಭಿನ್ನ ಹಾದಿ ತುಳಿದು ಗಡಿ ಪ್ರದೇಶಗಳನ್ನೂ ಒಳಗೊಂಡಂತೆ ಗಡಿಯೊಳಗೂ ಭಾಷಾ ಅಸಹನತೆ ಜಾಸ್ತಿಯಾಗಿದೆ. ವರ್ತಮಾನದ ಭಾಷಾಧಾರಿತ ಚಟುವಟಿಕೆಗಳು ನೆಲೆ ಮತ್ತು ಜಲ ಕೇಂದ್ರೀಕೃತ ಹೋರಾಟಗಳಾಗಿ ಸೀಮಿತಗೊಂಡು ಸಂಕೀರ್ಣಗೊಂಡಿವೆ. ಇದು ಬಹುತೇಕ ಭಾಷಿಕ ಹೋರಾಟಗಳ ವರ್ತಮಾನದ ಗತಿಸ್ಥಿತಿಯಾಗಿದೆ. ವಾಸ್ತವತೆಗಿಂತಲೂ, ತಾತ್ವಿಕ ವಿಚಾರಗಳಿಗಿಂತಲೂ ಭಾವನಾತ್ಮಕ ನೆಲೆಗಟ್ಟಿನಲ್ಲಿ ಭಾಷಾಧಾರಿತ ಹೋರಾಟಗಳನ್ನು ರೂಪಿಸಿದ ಕಾರಣಕ್ಕಾಗಿ ಅವುಗಳು ಗೊಂದಲಗಳಾಗಿ ಮಾರ್ಪಾಟಾಗಿವೆ.

ವಾಸ್ತವವಾಗಿ ಕನ್ನಡ ಭಾಷಿಕರ ನಿಜವಾದ ಸಮಸ್ಯೆಗಳನ್ನು ಚರ್ಚೆಯೊಳಗೆ ತರುವ ಬದಲು ಇಡೀ ಚಟುವಟಿಕೆಯ ಮಾರ್ಗವನ್ನು ಬದಲಾಯಿಸುವ ಪ್ರಯತ್ನವು ನಡೆದುಕೊಂಡು ಬಂದಿದೆ. ಇಡೀಯಾಗಿ ಭಾಷಿಕ ಹೋರಾಟಗಳನ್ನು ಅಲ್ಲಗಳೆಯುತ್ತಿಲ್ಲ. ಆದರೆ, ಅವುಗಳ ಆಶಯ ಏನೇ ಇದ್ದರೂ ಚಟುವಟಿಕೆಗಳು ಅನುಸರಿಸುವ ಹೋರಾಟಗಳ ರೂಪರೇಷೆಗಳನ್ನು ನಾವು ವಿಮರ್ಶಿಸಬೇಕಿದೆ. ಅವುಗಳು ಸಾಗಬೇಕಾದ ದಾರಿಯನ್ನು ಸರಿಯಾಗಿ ನಿರ್ದೇಶಿಸಬೇಕಿದೆ. ತಾತ್ಕಾಲಿಕ ಮತ್ತು ಸಾಂಕೇತಿಕ

| ಜನವರಿ 2021 |

ಸಾಂಪ್ರದಾಯಿಕ ಪತ್ರಿಕೆ

ISSN: 2582-4856

ಭೀಮಾವಾಡ

ಮಾಸಪತ್ರಿಕೆ

Bheemavaadha
Kannada Monthly

October - 2021 | Rs. 30/- | Vol-12 | Issue: 2



ಧರ್ಮದೀಕ್ಷಾ

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ಭೀಮಾವಾಡ

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ದಿಡಿ ಪ್ರತಿ : ರೂ. 30/-
ವಾರ್ಷಿಕ : ರೂ. 300/-
3 ವರ್ಷದ ಪ್ರೋತ್ಸಾಹ ಧನ : ರೂ. 1,500/-
ಅಜೀವ ಚಂದಾ : ರೂ. 5,000
ಶೋಷಿತ ಚಂದಾ : ರೂ. 10,000/-

(ಇಲ್ಲಿನ ಲೇಖನಗಳಲ್ಲಿ ಪ್ರಕಟವಾಗಿರುವ ಅಭಿಪ್ರಾಯಗಳು
ಅಯಾ ಲೇಖಕರಿಗೆ ಸೇರಿವವು)

ಮುಖಪುಟ ಮತ್ತು ಸಂಚಿಕೆ ವಿನ್ಯಾಸ:
ಮುರಳಿಧರ ರಾಜೋಡ್

ಪ್ರಧಾನ ಸಂಪಾದಕ
ಡಾ.ಆರ್.ಮೋಹನ
ಸಹ ಸಂಪಾದಕರು
ಡಾ.ಕೆ.ಎ.ಓಬಳೇಶ್
ಎಸ್.ಡಿ.ರಾಯಮಾಣಿ
ಸಂಪಾದಕೀಯ ಮಂಡಳಿ
ರಾಮ ಎಂ. ತಳವಾರ್
ಡಾ. ಜಯದೇವಿ ಗಾಯಕವಾಡ

ಚಂದಾದಾರರ ಗಮನಕ್ಕೆ : 'ಭೀಮಾವಾಡ' ಮಾಸ ಪತ್ರಿಕೆಗೆ ಚಂದಾದಾರರಾಗುವವರು/ ನವೀಕರಿಸುವವರು ಹಾಗೂ ಪತ್ರಿಕೆಯ ಬಗ್ಗೆ ತಮ್ಮ ಅನಿಸಿಕೆ ಮತ್ತು
ಅಭಿಪ್ರಾಯಗಳನ್ನು ಪತ್ರಿಕೆಯ ವಿಕಾಸಕ್ಕೆ ಸಂಪರ್ಕಿಸಬೇಕಾಗಿ ವಿನಂತಿ.

ವಿ.ಸೂ: ಚಿಕ್ಕಗಳನ್ನು ಸ್ವೀಕರಿಸುವುದಿಲ್ಲ. ಎಂ.ಟಿ/ ಡಿ.ಡಿ ಮಾತ್ರ ಕಳುಹಿಸಬೇಕು. ರಿಡಿಗಳು

'ಭೀಮಾವಾಡ' ಹೆಸರಿನಲ್ಲಿರಲಿ. ಬ್ಯಾಂಕಿಗೆ ನೇರವಾಗಿ ಹಣ ಸಂದಾಯ ಮಾಡುವವರು ಈ ಕೆಳಗಿನ ಮಾತೆಗೆ ಕಳುಹಿಸುವುದು :

A/c Name : BHEEMA VAADHA, Bank Name : Union Bank of India, Branch : Gandhi Nagar, 14, 1st Main Road, Gandhinagar, Bangalore-9

A/c No : 353101010036315 IFS Code : UBIN0535311

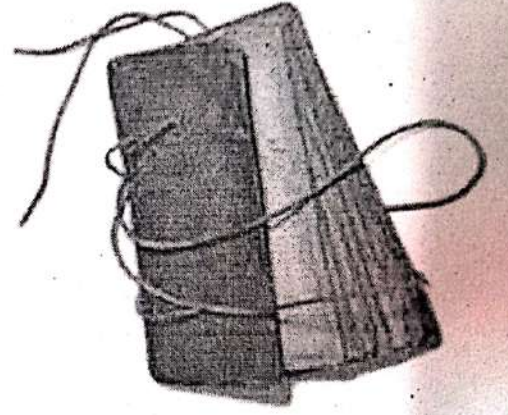
ಕರ್ನಾಟಕದ ಸಾಂಸ್ಕೃತಿಕ ಚರಿತ್ರೆಯಲ್ಲಿ 12ನೇ ಶತಮಾನದಲ್ಲಿ ಘಟಿಸಿದ ವಚನ ಚಳುವಳಿಗೆ ವಿಭಿನ್ನವಾದ ಸ್ಥಾನವಿದೆ. ಈ ಹಿಂದೆ ಹಲವು ಸಾಮಾಜಿಕ, ಧಾರ್ಮಿಕ ಸುಧಾರಣಾವಾದಿ ಚಳುವಳಿಗಳು ಬೇರೆ ಬೇರೆಯಾಗಿ ನಡೆದಿದ್ದವು. ಆದರೆ ಸಾಮಾಜಿಕ ಮತ್ತು ಧಾರ್ಮಿಕ ನೆಲೆಗಳನ್ನು ಒಳಗೊಂಡಿದ್ದು ಬಸವಣ್ಣನ ನೇತೃತ್ವದ ವಚನ ಚಳುವಳಿ ಅಥವಾ ಶರಣ ಚಳುವಳಿ. ಇದು ಕೇವಲ ಧಾರ್ಮಿಕ ಸುಧಾರಣಾವಾದಿ ಚಳುವಳಿಯಾಗಿರದೆ ಸಾಮಾಜಿಕ ತಾರತಮ್ಯಗಳನ್ನು ನಿವಾರಿಸುವ ಚಿಂತನಾಕ್ರಮವನ್ನು ಅಂತರಂಗದಲ್ಲಿ

ನೆಲೆಯಲ್ಲಿ ಮರುಕಟ್ಟಬೇಕೆಂಬ ಬಹುದೊಡ್ಡ ಆಶಯವನ್ನು ಹೊಂದಿದ್ದರು. ಬಸವಣ್ಣ ವಚನ ಚಳುವಳಿಯನ್ನು ಸಂಘಟಿಸುವ ಹೊತ್ತಿಗಾಗಲೇ 'ಆರಮನೆ'ಯು ಜನಸಾಮಾನ್ಯರಿಂದ ತುಂಬಾ ಅಂತರವನ್ನು ಹೊಂದಿ, ಜನಸಾಮಾನ್ಯರ ಆಶೋತ್ತರಗಳಿಗೆ ವಿಮುಖವಾಗಿತ್ತು. ಜನಸಾಮಾನ್ಯ ಸಂಕಷ್ಟಗಳು, ನೋವುಗಳು, ಮನವಿಗಳು ಆರಮನೆ, ಆರಮನೆಯ ಅಧಿಕಾರಿಗಳಿಗೆ ತಲುಪಿದಂತಹ ಸ್ಥಿತಿ ನಿರ್ಮಾಣವಾಗಿತ್ತು. ಅಂತಹ ಸಂದರ್ಭದಲ್ಲಿ ಆರಮನೆಯ ಒಳಗಿದ್ದು ಆರಮನೆಗೆ ಪರ್ಯಾಯವಾಗಿ ಜನಸಾಮಾನ್ಯರ ಆಶೋತ್ತರಗಳಿಗೆ ದನಿಯಾಗುವಂತಹ

ಬಹುತೇಕವಾಗಿ ಕೊಳುಕೊಡೆಗಳು ಬಹುತೇಕ ನಿಷಿದ್ಧವಾಗಿರುತ್ತದೆ. ಜಾತಿ-ಜಾತಿಗಳ ಮಧ್ಯೆ ಇರಲಿ ಒಂದೇ ಜಾತಿಯ ಉಪಜಾತಿಗಳಲ್ಲೂ ಈ ಸಾಮಾಜಿಕ ಅಂತರವು ವಿಸ್ತಾರವಾಗಿ ಬೆಳೆದು ಬಂದಿದೆ. ನಾವು ಇಲ್ಲಿ ಗಮನಿಸಬೇಕಾದ ಅಂಶವೆಂದರೆ, ಈ ಜಾತಿ, ಉಪಜಾತಿಗಳು ಮುಖ್ಯವಾಗಿ ಅವರವರ ಕಸುಬುಗಳನ್ನು ಅಥವಾ ಕಾಯಕಗಳನ್ನಾಧರಿಸಿ ನಿರ್ಧರಿಸಲಾಗುತ್ತಿತ್ತು. ವೃತ್ತಿ/ಕಾಯಕಗಳನ್ನಾಧರಿಸಿ ಜಾತಿಗಳು, ಜಾತಿಗಳನ್ನಾಧರಿಸಿ ಕಾಯಗಳನ್ನು ವಿಂಗಡಣೆಯನ್ನು ಮಾಡಲಾಗಿತ್ತು. ಈ

“ವಚನ ಸಾಹಿತ್ಯದಲ್ಲಿ ಕಾಯಕನಿಷ್ಠೆ”

ಡಾ. ನಟರಾಜ ಕೆ.ಎಸ್.



ಹೊಂದಿದ್ದು ಈ ಹಿಂದಿನ ಹಲವು ಚಳುವಳಿಗಳು ಹೊಂದಿರದ ವಿಭಿನ್ನ ಆಯಾಮವನ್ನು ಈ ವಚನ ಚಳುವಳಿಯು ಹೊಂದಿತ್ತು. ಕರ್ನಾಟಕದ ಸಾಂಸ್ಕೃತಿಕ ಚರಿತ್ರೆಯನ್ನು ಅಧ್ಯಯನ ಮಾಡುವವರಿಗೆ ವಿಭಿನ್ನ ನೋಟ ಕ್ರಮಗಳನ್ನು ಒದಗಿಸುವ 'ಆಕ್ಷಯ ನಿಧಿ'ಯಾಗಿದೆ. ಬಸವಣ್ಣ ಸಂಘಟಿಸಿದ ಈ ಚಳುವಳಿಯು ಒಂದು ಸಮುದಾಯದಲ್ಲಿ ಕೇಂದ್ರೀಕೃತವಾಗಿದೆ ಅದು ಸಮುದಾಯದ ಎಲ್ಲ ಸ್ತರಗಳನ್ನು ಒಳಗೊಳ್ಳುವ ಮುಖ್ಯವಾದ ಉದ್ದೇಶವನ್ನು ಹೊಂದಿತ್ತು. ಬಸವಣ್ಣ ಹೇಳುವಂತೆ 'ಇವನಾರವ ಇವನಾರವ ಎನ್ನದೆ ಇವ ನಮ್ಮವ. ಇವ ನಮ್ಮವ' ಎಂಬ ತತ್ವದ ಅಡಿಯಲ್ಲಿ ಕಲೆತು ಬಾಳುವ ವಿಶಾಲವಾದ ದೃಷ್ಟಿಯನ್ನು ಹೊಂದಿತ್ತು. ಬಸವಣ್ಣ ಈ ಚಳುವಳಿಯ ನೇತಾರನಾಗಿ ಹಲವು ಜಾತಿಗಳಾಗಿ ಉಪಜಾತಿಗಳಾಗಿ ಹಂಚಿ ಹೋಗಿದ್ದ ಸಮಾಜವನ್ನು ಸಮಾನತೆಯ

'ಮಹಾಮನೆ'ಯನ್ನು ಬಸವಣ್ಣ ಕಟ್ಟಿಬಿಡಿಸಿದನು. ಸಮಾನತೆಯ ಸಮಾಜದ ಕುಡಿಯು ಆರಳಿದ್ದು ಇಲ್ಲೇ. ಈ ಮಹಾಮನೆಯಲ್ಲಿ ಸಮಾಜದ ಎಲ್ಲಾ ವರ್ಗದ, ಜಾತಿಯ ಜನರು ಲಿಂಗಭೇದವಿಲ್ಲದೇ ಇಲ್ಲಿಗೆ ಬರಲು ತಮ್ಮ ಅನುಭವಗಳನ್ನು ಹಂಚಿಕೊಳ್ಳುವುದಕ್ಕೆ ಮುಕ್ತವಾದ ಅವಕಾಶವನ್ನು ನೀಡಲಾಗಿತ್ತು. ಇದು 'ಸಮತೆಯ ಸಮಾಜಕ್ಕೆ' ಮುನ್ನುಡಿಯನ್ನು ಬರೆದಂತಿತ್ತು.

ಭಾರತದ ಸಾಮಾಜಿಕ ಸ್ಥಿರ ವಿನ್ಯಾಸದ ಮುಖ್ಯ ಲಕ್ಷಣಗಳಲ್ಲಿ ಜಾತಿ ಶ್ರೇಣೀಕರಣ ಅಥವಾ ಜಾತಿ ಅಸಮಾನತೆಯೂ ಒಂದು. ಸಮಾಜವು ಜಾತಿ, ಉಪಜಾತಿಗಳಾಗಿ ಹಂಚಿಹೋಗಿರುವುದು ಜಾತಿ ಅಸಮಾನತೆಯು ಮುಂದುವರೆಯಲು ಕಾರಣವಾಗಿದೆ. ಇಲ್ಲಿ ಒಂದು ಜಾತಿಯು ಇನ್ನೊಂದು ಜಾತಿಗೆ ಸಮವಲ್ಲ. ಒಂದರ ಅಡ್ಡಗೊಂಡು ಜಾತಿಗಳು ಬಂದು ನಿಲ್ಲುವುದು ಸಾಮಾನ್ಯ ಅಂಶವಾಗಿದೆ. ಜಾತಿ-ಜಾತಿಗಳ ಮಧ್ಯೆ

ಕಾಯಕಗಳು ಜಾತಿಗಳ ಮೇಲು-ಕೀಳು, ಶ್ರೇಷ್ಠ-ಕನಿಷ್ಠ ಎಂಬ ನೆಲೆಯಲ್ಲಿಯೇ ಪರಿಗಣಿಸಲ್ಪಟ್ಟಿದ್ದವು. ಜಾತಿಗಳು ಮೇಲು-ಕೀಳಾದ ಕಾರಣ ವ್ಯಕ್ತಿ ಮಾಡುತ್ತಿದ್ದ ಕಾಯಕಗಳೂ ಮೇಲುಕೀಳಾಗಿ ಬದಲಾದದ್ದು ಒಂದು ದುರಂತವೇ ಸರಿ. ಜಾತಿಗಳು ಮೇಲು ಕೀಳಾದ ಕಾರಣ ದೇವಸ್ಥಾನ, ಸಾರ್ವಜನಿಕ ಸ್ಥಳಗಳಲ್ಲಿ ಎಲ್ಲರೂ ಸೇರುವುದಕ್ಕೆ ಬೆರೆತು ಬಾಳುವುದಕ್ಕೆ ಅವಕಾಶವೇ ಇಲ್ಲದಂತಾಯಿತು. ಅರ್ಥಾತ್ ಸಾಮಾಜಿಕ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಬಹುದೊಡ್ಡ ಕಂದರವೇ ನಿರ್ಮಾಣವಾಯಿತು. ಈ ಸಾಮಾಜಿಕ ಕಂದರಕ್ಕೆ ನಿಜವಾಗಿಯೂ ಒಂದು ತಾತ್ವಿಕ ನೋಟ, ಸಮರ್ಥನೆಗೆ ತಾರ್ಕಿಕ ಕಾರಣಗಳೇ ಇರದಿದ್ದರೂ ಮುಂದುವರಿಸಿಕೊಂಡು ಬಂದಿದ್ದು, ತೀರಾ ಅಮಾನವೀಯ ರೂಪ ತಳೆದದ್ದು ವಾಸ್ತವವೇ ಆಗಿದೆ.



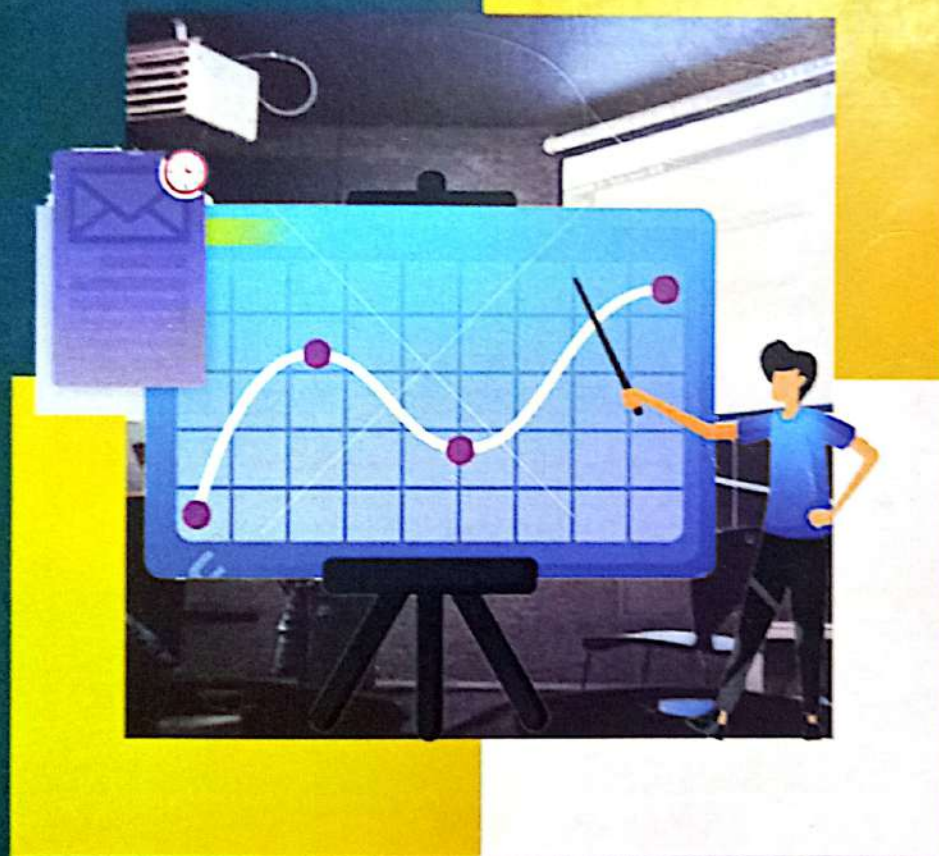
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Proceedings of National Seminar On
Marketing - 'Key to Organisational Success'

November 19, 2020



Organized by

Acharya Tulsi National College of Commerce,
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In Collaboration with

KMN Institute of PG Studies (M.Com Dept.of ATNCC)

Marketing-''Key to Organisational Success''

Proceedings of the One Day National Seminar

(November 19th 2020)

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Scientific Journal Impact Factor

CERTIFICATE OF INDEXING (SJIF 2018)

This certificate is awarded to

International Journal of Advance & Innovative Research
(ISSN: 2394-7780)

The Journal has been positively evaluated in the SJIF Journals Master List evaluation process
SJIF 2018 = 7.363

SJIF (A division of InnoSpace)



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A STUDY ON GREEN BANKING IN INDIA – AN OVERVIEW

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ABSTRACT

Energy maintenance and environmental sustainability has been a target area since 1970s. Post financial in the year 2007, these are also the buzz words in financial industry. Long term sustainability of economic major components for all businesses to survive. The borrowers should exist over long term for lenders to achieve their objectives. All these have an enormous strength in banking industry. Green Banking refers to the efforts of the Banking industry to maintain the environment green and to reduce greenhouse effects through rationalizing their policy, strategies, activities and decisions relating to banking services, business and in operational activities. The Green Banking challenges are identified high maintenance cost, diversification, reputational risk, startup face and credit risk. For effective implementation of green banking, the RBI and government of India should play an important role and formulate green policy guidelines and financial incentive. This paper deals with scope, products, challenges and opportunities of green banking in the banking sector

Key Words: Environmental sustainability, Green Banking, Financial industry, Economy

INTRODUCTION

The banking industry in India is the lifeline of the country. It is the largest financial sector in India. Indians have the great potential to become fifth largest in the world in the year 2020 and third largest by 2025. Banks have helped in country's economic development and have transferred the hopes of people into the real sector. Present Indian banks have witnessed the fast growing trend and have transformed its operational strategy to a large extent. The banking sector in India has gone through so many challenges which include a change in consumer behaviors, rapid technological changes, regulatory changes, etc. It has faced various ups and downs and has become adaptive to the changing environment.

The Traditional Banking sector in India can be defined as the banks whose primary activity is to receive deposits and lend money. It has acted as the payment agent for its customers. The main issue of traditional banking is that the customers have to visit banks to carry out their banking activities within the specified working hours only. This involves a lot of time of the customers as it not only includes travelling but also requires standing in long queues to perform their transactions in the bank. Traditional banking also involves a lot of paperwork to be done in order to perform its banking functions systematically which involves deforestation and has an adverse effect on the environment. Nowadays, as people of the country are precipitously using the natural resources, it has given rise to the a great concept of Green Banking.

Green Banking is totally different from traditional banking as it is the concept of promoting sustainable development in the country. Green Banking is the new concept in the financial world which concentrates on environmental and socially responsible investing. In the era of Globalization, global warming is becoming one of the important issues across the world. The effects of Global warming have found to be responsible for the destruction of the climate changes which have impacted the land, water and human resources of the world. The people of the society are becoming more concerned about the depletion of natural resources,

Organizations have started performing their corporate social responsibilities (CSR). They have started using green working techniques to maximize the greenery and to minimize the impact of their function on the environment.

Green Banking is also called as the ethical banking which objective is to protect the environment and reduce the carbon footprint from banking activities. It motivates banks to carry out eco-friendly investments by amalgamating its operational improvements and technology know-how in banking business operations. Green Banking has started priority lending to those industries which are already green or putting its efforts to go green. The aim of going green is to maximize the energy efficiency and to use the biodegradable products. The performance of banks heavily depends upon the performance of its clients. The banks have to diligently monitor that the customer's projects are meeting all the legal and environmental compliances as any failure can lead to nonperforming assets for the banks.

A STUDY ON PROBLEMS OF AGRICULTURE MARKETING IN INDIA

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ABSTRACT

In Indian agriculture plays important role in economic development. India's prosperity depends on agriculture prosperity, therefore many kinds of agriculture products produced in India and marketing of all agriculture products tends to be complex process. Agricultural marketing involves many operations and processes through which the food and raw materials move from the cultivated farm to the final consumers. Agriculture provides goods for consumption and exports and manufacturing sectors. The suitable marketing system should be designed so as to give proper reward or return to the efforts of the tiller of the soil. Market information is a means of increasing the efficiency of marketing system and promoting improved price formation. It is crucial to the farmers to make informed decisions about what to grow, when to harvest, to which market produce should be sent and whether or not to store it. So that the marketing information on agriculture commodities are incorporated in the extension services along with production aspects to the farmers.

KEYWORDS: Agriculture, Marketing, food-grains.

PRELUDE

Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. Numerous interrelated activities are involved in doing this, such as planning production, growing and harvesting, grading, packing, transport, storage, agro-and food processing, distribution, advertising and sale. Such activities cannot take place without the exchange of information and are often heavily dependent on the availability of suitable finance. Marketing systems are dynamic; they are competitive and involve continuous change and improvement. Businesses that have lower costs, are more efficient, and can deliver quality products, are those that prosper. Those that have high costs, fail to adapt to changes in market demand and provide poorer quality is often forced out of business.

CONCEPT OF AGRICULTURAL MARKETING

The term agricultural marketing is composed of two words-agriculture and marketing. Agriculture, in the broadest sense, means activities aimed at the use of natural resources for human welfare, i.e., it includes all the primary activities of production. Marketing connotes a series of activities involved in moving the goods from the point of production to the point of consumption. Agricultural marketing involves essentially the buying and selling of agricultural produces. This definition of agricultural marketing may be accepted in olden days, when the village economy was more or less self-sufficient, when the marketing of agricultural produce presented no difficulty, as the farmer sold his produce directly to the consumer on a cash or barter basis. But, in modern times, marketing of agricultural produce has to undergo a series of transfers or exchanges from one hand to another before finally reaches the consumer. Agricultural marketing system is defined in broadest terms, as physical and institutional set up to perform all activities involved in the flow of products and services from the point of initial agricultural production until they are in the hands of ultimate consumers. This includes assembling, handling, storage, transport, processing, wholesaling, retailing and export of agricultural commodities as well as accompanying supporting services such as market information, establishment of grades and standards, commodity trade, financing and price risk management and the institutions involved in performing the above functions. According to Khol, marketing is the performance of all business activities involved in the flow of goods and services from the point of initial agricultural production until they are in the hands of the ultimate consumer. The National Commission on Agriculture defined agricultural marketing as a process which starts with a decision to produce a saleable farm commodity and it involves

AN EVALUATION OF PROMOTIONAL STRATEGIES OF MTR FOODS PVT. LTD. WITH
SPECIAL REFERENCE TO BENGALURU CITY

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ABSTRACT

The concept of marketing has considerably changed in recent years. Today, it is regarded as a distinctive philosophy and activity of business concerned with discovery of needs, wants, and expectations of present and prospective consumers and creation, communication and delivery of desired value with the objective of achieving true consumer satisfaction and sustained profitable relationships with consumers. This emphasizes that marketing research activities have to be undertaken on continuous basis for assessing changes in consumer needs wants and expectations' and help in formulation and implementation of an appropriate marketing mix programme, which will bring a fit between the product and the market. The present study is an attempt in this direction. It focuses on evaluation of promotional strategies of MTR Foods Pvt. Ltd. Promotion refers to communication of product and organization to the target audience, in such a manner as to create brand and corporate image. It includes the strategies of advertising, personal selling, sales promotion, publicity, direct marketing etc. The research activities in this regard will help a lot in assessing their effectiveness. The MTR's promotional activities are more than satisfactory and majority of respondents have expressed their positive opinions about the same. Yet, the company has to pay some attention for greater improvement. If it pays greater attention for integrated marketing communication which implies appropriate integration of promotional efforts with other elements of marketing mix, the company is sure to position itself in a better manner in the minds of consumer and maintain sustainable profitable relationship with them.

Key Words: Marketing Strategies, Promotion Mix, Brand and Corporate image.

INTRODUCTION

The concept of marketing has considerably changed in recent years. Today, it is regarded as a distinctive philosophy and activity of business concerned with discovery of needs, wants, and expectations of present and prospective consumers and creation, communication and delivery of desired value with the objective of achieving true consumer satisfaction and sustained profitable relationships with consumers. This implies that marketing management has to aim at bringing about a match between the product and the target market, through its integrated marketing programme which requires an appropriate integration of all the elements of marketing mix, namely, product, price, promotion and place. This requires two basic things namely; 1. Understanding the needs and expectations of customers and 2. Formulation, implementation and control of such marketing strategies as would bring about a fit between company's resources and competences and consumer needs and expectations, in an integrated manner. This calls for continuous marketing research activities to assess the changes that take place in market and to take up necessary measures to maintain a fit between the product and the market. The present study is an attempt in this direction. It focuses on evaluation of promotional strategies of MTR Foods Pvt.Ltd. In marketing terminology, promotion refers to the entire set of activities which communicate the product or service to the users. The idea is to make the people aware of products or service and the selling company and motivate or persuade them to purchase the product against the competitive products. Promotion may be described as publicizing a product, organization or a venture so as to increase public awareness and sales. It is one of the elements of marketing mix which includes the elements of product, price, promotion and place. Promotion mix includes different activities and strategies like, advertising, sales promotion, personal selling, direct marketing, publicity and public relations. The present study attempts to present an evaluation of promotional strategies of MTR Foods PVT.LTD with special reference to Bengaluru city. The study obtains relevance because evaluation of promotional strategies of the company with special reference to Bengaluru city has not been undertaken hitherto.

About the MTR Foods PVT. LTD.

MTR was founded as a restaurant by Yagnanarayana Maiya and his brothers in the year 1924. A Food Control Act was introduced which mandated that food was to be sold at very low prices. This move made it difficult for MTR to maintain high standards in its restaurant business and forced it to diversify into the instant food

ROLE OF ADVERTISING IN CORPORATE IMAGE BUILDING- A DESCRIPTIVE ANALYSIS

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ABSTRACT

Any corporate advertising campaign should be both strategic, looking toward the future of the company and aligned with its mission, and consistent, aligning with the products and services that the company sells. An effective corporate advertising campaign also needs to be part of an overall communication strategy designed to establish and build corporate image, presenting the company's identity in a way that reinforces other company-initiated messages. Corporate image building is indeed a challenging task, according to empirical evidences. This paper highlights concept of advertising, image building, significance of advertising towards corporate image in one hand and role of advertising in corporate image building particular on the other hand.

Key words: strategy, transformation, Corporate image and reputation, CRM. etc.,

INTRODUCTION

Corporate advertising has become a prominent instrument of organizational management in general and customer relationship management in particular in India and other developing nations. Advertising has become a necessary evil in the modern society. Advertising has promotional, educative, economic and social dimensions. Advertising is usually delivered through a communication medium designed to reach more than one person but to the masses. Corporate advertising plays a major role in creating awareness among the customers about the brand image. Corporate brands need to be managed in relation to the inter play between vision, culture and mission. Modern corporate houses have realized the importance of advertising in corporate image building. Advertising is indeed a necessary evil in modern society. No organization can sell the goods and services without launching suitable advertising campaigns in modern society. Due to this reasons, there is urgent need for effective advertising to attain increase corporate image.

Concept of Advertising

Advertising is commonly defined as any form of non personal presentation and promotion of ideas, goods and services usually paid for by an identified sponsor or advertiser. Advertising is also directed at a specific group of consumers of goods and services.

Concept of Corporate Image

Corporate image is found to be indisputably the most complex of all the marketing concepts. The image of the individual corporation created in the mind of consumers consist of total corporate advertising, public relations as well as by the company's individual brand, advertising, packaging, value and the consumer's actual knowledge and/or experience with the company's brands or services (Harris, 1958).

Significance of the Study

Over the past two decades, numerous case studies and strategy articles have been written describing the ways in which corporate advertising has facilitated positive public perceptions of global business. As we move into the first decade of the 21st century, certain factors in the physical, social, political and economic environment suggest an expanded role for corporate advertising. As business attempts to respond, corporate advertising is expected to promote images of environmentally responsible corporate citizens. Corporate Advertising provides a powerful tool for stating and sharing the company's vision and purpose. Welles (1996) explains: "At the heart of every good business story there lies a truth that is simple enough for the management to communicate, and so recognizable that others can quickly connect with it. Corporate Advertising is widely used as a means to build corporate image and enhance the economic status of organizations. But like successful products, good corporate advertisements don't end after the first interaction. They need to be told and retold, shaped and reshaped through various tools and strategies of corporate advertising. In view of this study undertaken to study customer relationship management in general and role of advertising in corporate image building particular.

Role of Advertising in Corporate Image Building

Advertising has become a new way of life especially in the age of economic liberalization. Modern corporations have to reach out to the people through various advertising campaigns in order to enhance the saleability of the goods and services manufactured by them. Advertising has also become a prominent instrument of corporate image building over a period of time. Commercial advertisers primarily seek to generate increased consumption of their goods and services through systematic branding which involves the repetition of an image or product