

PREFACE

The main aim of the conference is to explore ways and means to treat sustainable development as an opportunity for marketing discipline rather than hindrance and explore ways in which organizations can reengineer their processes to become more eco sensitive.

The green marketing, sustainable marketing and environmental marketing are buzzwords in the modern marketing literature. The discipline of marketing has to contribute significantly to the sustainable development of the economy. Like never before, in recent times, an increasing awareness towards environment is gaining ground. Organizations are realizing their responsibility towards environment. If there is any danger or damage to the environment, the species and biodiversity on the planet will be in jeopardy. The natural resources should not be depleted in the process of manufacturing products. The natural resources have to be conserved and preserved for the posterity and next generation.

The term sustainable development means different things to different people. But, in essence, it is concerned with meeting the needs of people today without compromising the ability of future generations to meet their own needs.

It involves, a broad view of social, environmental and economic outcomes; a long-term perspective, concerned with the interests and rights of future generations as well as of people today; an inclusive approach to action, which recognizes the need for all people to be involved in the decisions that affect their lives. Ramdev Baba Pathanjali is producing environment friendly and healthy products for sustainable development of the nation.



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