

INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES



An Internationally Indexed Peer Reviewed & Refereed Journal

Impact Factor* : 3.7401

Ref:IRJMSH/2014/A102487

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSH](https://doi.org/10.32804/IRJMSH)

ISSN 2277 – 9809 (0) 2348 - 9359 (P)

THIS CERTIFIES THAT
SUNIL KUMAR
HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
**INDIAN CONSUMERS PERCEPTION ABOUT GREEN MARKETING CONCEPT & ITS
APPLICABILITY IN LIFE.**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN
Vol – 5 , Issue – 11 Nov , 2014



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