

CUSTOMER PERCEPTION OF GREEN MARKETING

(Use Green to Grow)

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Abstract— Green marketing subsumes greening products as well as greening firms. Green marketing is a catchword these days. Branding green products is riskier due to the unknown and volatile nature of environmentally friendly products and customer reaction to marketing efforts. Generally customers do not know about the actual meaning and advantage of green marketing. This paper explores the awareness and attitude of customers towards green marketing and their willingness to pay extra money for green products. This paper is based on primary as well as secondary data. A sample of 50 consumers has taken. This paper tells about the magnitude of green marketing. This paper will provide a tremendous help to recognize the value of green marketing. If you don't manage your business with respect to environmental and social sustainability, your business will not be continued! But the converse is true, too. A tough commitment to environmental sustainability in product style and producing will yield major opportunities to grow your business, to pioneer, and to create whole equity. This paper discusses several nuts and bolts for flourishing green marketing. The objective of this paper is to explain the need and importance of green marketing and also to elucidate certain initiatives taken by the companies for green marketing practices.

Keywords- *Green Marketing, Sustainable Development*

I. INTRODUCTION

Green marketing came into prominence in the late 1980s and early 1990s; it was first discussed much earlier. Green marketing is a buzzword these days. Even the top of the companies are focusing on products which are environment friendly. The usage of organic product can by default generate products which are environment friendly and causes less harm to environment during their production process. Organic

farming is that the means of manufacturing organic merchandise. Asian country is an irreproducible case wherever the farming practices area unit organic in majority of the cases owing to tradition yet as many social and economic factors. Green marketing must satisfy two objectives: improved environmental quality and customer gratification. Misjudging either or overemphasizing the former at the expense of the latter can be termed "Green marketing myopia." In 1960, Harvard business professor Theodore Levitt introduced the concept of "marketing myopia" in a now-famous and influential article in the Harvard Business Review¹.

Environmental marketing which focuses on clean technology that involved designing of innovative new products. Sustainable is the subsequent and the present marketing phenomenon. As such, green marketing benefits firms in ensuring sustained long-term growth along with profitability and supporting companies in marketing products and services in line with environmental requirements.

Yet defining green marketing is not a simple task. Indeed the terminology used in this part has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing. According to The American Marketing Association "Green marketing as efforts by businesses and organizations to produce, promote, package and reclaim products in a manner that is sensitive or responsive to ecological concerns."²

¹ T. Levitt, "Marketing Myopia," *Harvard Business Review* 28, July–August (1960): 24–47.

² "Dictionary" *American Marketing Association. American Marketing Association. Web. 15 Jan. 2010.*
<http://www.marketingpower.com/_layouts/Dictionary.aspx?dLetter=G>.

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be globally friendly in bit or produced and/or packaged in an environmentally friendly way.

In short, it's just like marketing but motivated by the environment and appealing to the environmental concerns of consumers. It's also sometimes referred to as 'sustainability marketing' or 'ecological marketing. Products, which may be made of recycled materials or from used merchandise, need to be developed betting on the requirements of the customers. Efficient products are developed with energy saving, water saving and money saving as well as reducing harmful environmental effects as the main motives. The role of marketers in product management includes providing product designers with market-driven trends and client needs for inexperienced product attributes. A number of these qualities are energy saving, organic, inexperienced chemicals and native sourcing among others. Explanations of some terms are as follows:

- **Organic:** Currently, the only products that can accurately claim to be organic are those that are considered to be agricultural products. This term is regulated by the United States Department of Agriculture (USDA) and all organic products are required to meet specific guidelines to seek USDA Organic certification.
- **Ozone safe or friendly:** This term is generally used to describe a product or packaging that does not harm the upper ozone layer, such as aerosol cans which do not emit chlorofluorocarbons (CFCs).
- **Recyclable:** Product or package which can be collected separated or otherwise recovered from the solid waste stream through an established recycling program called as recyclable product.
- **Recycled:** A product or package that is produced from recycled content. This recycled content has been recovered or diverted from the solid waste stream,

either pre-consumer (during the manufacturing process) or post-consumer (after consumer use).

- **Refillable:** A product or package with a system in place to provide collection and return of the packaging for refill by consumers called as refillable.
- **Sustainable:** Refers to methods of farming, construction, manufacturing and generating electricity in ways that don't rely on exhaustible resources—like coal or oil—and can be used infinitely.
- **Carbon footprint:** A measurement of the effect a process or action has on the climate in terms of the amount of greenhouse gases it produces. Greenhouse gases, i.e. methane, water vapor, nitrous oxide, carbon dioxide and fluorocarbons, are considered by many to directly contribute to global climate change.
- **Carbon neutral:** It is reducing energy use and compensating for the amount of carbon dioxide a business or corporation generates through either obtaining energy from renewable sources or offsetting through measures like tree planting or investing in wind farms.
- **Compostable:** Product or packaging advertised as compostable must break down into usable compost in a safe and timely manner in a composting facility or in a home compost pile or device.
- **Degradable:** A product or package that completely breaks down and it returns to nature in a reasonably short period of time after consumer disposal called as degradable product.
- **Natural:** One of the most ambiguous of all the green terms, 'natural' products doesn't necessarily have any environmental impact but rather are assumed to be made of natural materials or ingredients as opposed to those that are manmade. While a product marketed as 'natural' may sound better to the consumer, in many cases it's just talk. Think about it: poison ivy, anthrax and gasoline are technically 'natural', but that doesn't mean they're better for you or the environment.

Above terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing, while these terms are green marketing claims.

GREEN CODE

G: generalizes with care. Consumer behavior will not necessarily be consistent across different product varieties, and particular market segments may respond to certain issues on the green agenda but not others.

R: remembers, the intensity of a piece of market research is not related to the degree to which it supports your preferred option.

E: explores the context from which market research data comes. It should be clear that which nature of the sample is used, the questions asked, the way in which responses were recorded and the time and place from which the responses come.

E: ensures that where market research is crossing international borderlines,

that the terms and interpretation remains consistent. Terms like ‘environment’, ‘green’ and ‘conservation’ do not always translate precisely between languages.

N: neutrality is important. Ensure that when you pose questions to consumers, that they can give any response without being made to feel guilty or uncomfortable, and ensure that your own presumptions about the green agenda (such as an assumption that green products will cost extra) are not encoded within the questions.

Lastly, the term ‘green’ in reference to a product or service can encompass one or many of the above green terms. It’s primarily used to refer to green consumerism as a whole.

II. OBJECTIVES

- ❖ To describe the terms and concepts of green marketing.
- ❖ To discuss why going green is important.
- ❖ To know the requisites of good green marketing.
- ❖ To examine some of the cause that organizations are adopting a green marketing philosophy.

- ❖ To test the awareness of customers of green marketing.
- ❖ To check the willingness to pay extra money for green products.
- ❖ To examine the gratification of customers.
- ❖ To discuss some of the problems with green marketing.

III. RESEARCH METHODOLOGY

This research is exploratory in nature. This paper is based on primary as well as secondary data. Primary Data: A selected sample size chosen is 50 customers. Stratified random sampling method is used on a sampling comprising of 50 randomly selected voluntary respondents.

Secondary Data: The previous studies and facts collected from various secondary sources such as websites, articles published in different journals.

IV. REVIEW OF LITERATURE

Peattie (1995), Button (1989), Charter (1992), Davis (1993) & Klafter (1992) define green marketing as a holistic process which forecasts, recognizes and promises the necessities of customers and society in an ecologically sustainable manner (cited in Charter & Polonsky 1992). Charter & Polonsky (1999) define green marketing as marketing or promotion of product based on its environmental performance or an improvement thereof (cited in Lee 2008).

Strong (1996) contends that the ethically-aware consumer has become ethically aware and is joined by many other consumers who believe in the principles of fair trade. Kilbourne and Beckmann (1998) contend that the growth of green marketing is in accordance with the emergence of topics related to individual’s motivation such as perceived consumer effectiveness and also cooperative behaviors and strategic alliances.

Peatti (2001) traces the evolution of green marketing which initially is known as ecological where all environmental

activities were concern with helping in mitigating environmental problems through provisions of remedies.

According to Peattie & Crane (2005) the decade of the late 1980s was marked as the first stage of green marketing, when the conception of green marketing was lately introduced and discussed in the industry.

Bhat (1993) furthered this once he mentioned that green promoting programme starts with the green style since inputs, production processes, distribution, use and disposal strategies area unit determined throughout the planning stage. It's during this stage that comparison of green styles alternatives area unit achieved which might offer designers with steerage to pick superior styles.

Green pricing is additionally turning into a necessity. It had been argued that green product area unit inclined to be dearer than standard ones, and was meted out to confirm economical productivity. Value-adding options area unit integrated to vary its look, practicality and through customization, all of that contributes to costs (Narayana and baboo, 2008).

Green place, furthermore, is regarding managing supplying for the aim of lowering on transportation emission, in effect, going to scale back carbon footprint (Narayana and baboo, 2008).

To conclude, green promotion involves the tools of promotion like advertising, promoting materials, white papers, signage, websites, videos and shows (Narayana and baboo, 2008).

V. MAGNITUDE OF GREEN MARKETING

When looking through the literature, there are numerous suggested reasons for firms increased use of Green Marketing. Five imaginable reasons cited are:

- Organizations ascertain environmental marketing to be an opportunity that can be used to achieve its objectives.

- Organizations believe they have a moral obligation to be more socially responsible.
- Governmental bodies are forcing firms to become more responsible.
- Competitors' environmental actions pressure firms to change their environmental marketing activities.
- Cost factors correlated with waste disposal, or reductions in material usage forces firms to modify their behavior.

VI. NUTS AND BOLTS FOR FLOURISHING GREEN MARKETING

- **Good Advertising:** Often green products are a subsidiary of a larger company and don't have millions to spend on expansive marketing campaigns. To access this market, companies must advertise at the appropriate venues and to the right markets to ensure their efforts are rewarded.
- **Know your customer:** If you wish to sell a greener product to customers, you initially have to be compelled to make certain those consumers are attentive to and anxious regarding the problems that your product tries to deal with. Whirlpool is simply one company that learned this lesson the arduous approach. Even once winning a \$30 million Golden Carrot prize for being initial to plug with a greenhouse gas (CFC)-free electric refrigerator, they found that customers wouldn't pay the premium as a result of they didn't grasp what CFCs were— and there have been no alternative added edges.
- **Empower consumers:** Certify that customers feel, by themselves or jointly with all the opposite users of your product, that they'll create a distinction. This is often known as direction, and it's the most reason why customers get greener product. This powerful principle underlies such a big amount of campaigns

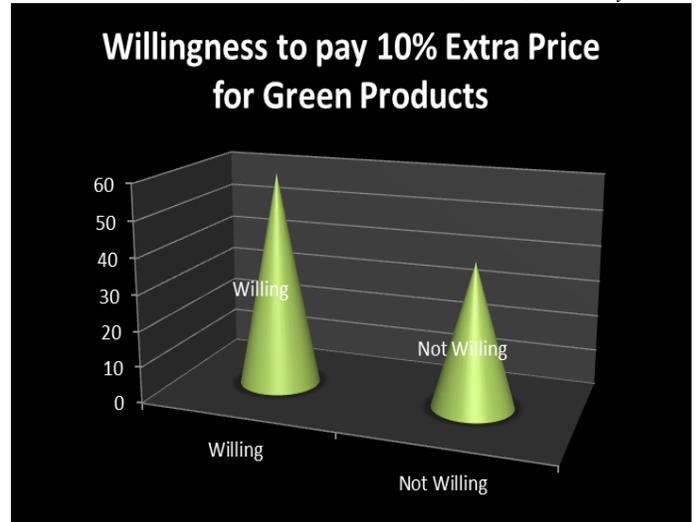
laden with straightforward tips for lightening one's impact on the earth.

- **Be transparent:** Consumers must believe in the legitimacy of your product and the specific claims you are making.
- **Reassure the buyer:** Consumers need to believe that your product performs the job it's purported to do. They won't miss product quality in the name of the environment. (In addition, products that don't work well will likely wind up in the garbage bin, and that's not very kind to the environment.)
- **Consider your pricing:** If you're charging more for your product—and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients—make sure that consumers can afford the premium and feel it's worth it. Many shoppers, of course, cannot afford premiums for any style of product of late, a lot of less greener ones, thus keep this in mind as you develop your audience and products specifications.

VII. DATA ANALYSIS



Interpretation: It has been found that 73% People are aware of green marketing concept and 27% people are not aware about Green Marketing.



Interpretation: It has been found that approximately 60 % people are agree to pay 10% extra price for green products while other 40% are not ready to pay extra price for this.



Interpretation: It has been found that 55% people are satisfied with green products.

VIII. PARADIGM OF GREEN MARKETING:

Let's take a look at marketing appeals for some eco-designs (improvements over existing products) and eco-innovations (new types of products) that do a great job of winning over green consumers while grabbing market share.

"Coca-Cola goes green," announced a 2010Forbes article. They have endowed giant sums of cash in varied exercise activities, furthermore as having changed their packaging to attenuate its environmental impact. Coca-Cola pumped syrup

directly from tank instead of plastic which saved 68 million pound/year.

Tom's of Maine The husband and wife team of Tom and Kate Chappell created this full line of personal care products about 30 years before. Ten or so years later, the brand broke out of the deep-green niche to achieve circulation in CVS, Duane Reade, and other mainstream drug outlets. The company is now possessed by Colgate-Palmolive and represents just one of many deep-green brands that are increasingly being purchased by mainstream marketers. The messages on the sides of the Tom's of Maine toothpaste carton are just one reason for their success in winning over green consumers.

Other examples include Estee Lauder's purchase of Aveda, DANONE's partial purchase of Stony field Farm, and Unilever's acquisition of Ben and Jerry's ice cream.

The Toyota Prius is likely the most successful green product in the world today (along with the ubiquitous compact fluorescent lamp) for many good causes. First, it provides consumers with all they seek in a sedan and more—attractive styling, fuel efficiency, and a hybrid engine that makes it possible to drive for an unlimited amount of miles stopping only for fill-ups (versus, for instance, having to stop for a 12-hour recharge if the engine were all electric). Also because of the hybrid engine, the car is favorite by car enthusiasts for its quiet ride. Examine the dashboard and note a most unusual feature—a screen that lets the driver know which of the two engines is in use and how much fuel efficiency is being enjoyed at any given moment.

Whirlpool (in 1994) launched the “Energy Wise” refrigerator. It was the primary greenhouse emission free cooler and one that was thirty % a lot of economical than the U.S. Department of Energy's highest commonplace. Whirlpool won the “Golden Carrot,” a \$30 million award package of consumer rebates from the Super- Efficient Refrigerator Program for this innovation, which was sponsored by the Natural Resources Defense Council and funded by 24 electric utilities.

Wipro's launch its Green Ware range of computers that were Restriction of Hazardous Substance (RoHS) compliant {all

electrical and electronic products post July 1, 2006, must pass Restriction of Hazardous Substance (RoHS) compliance}; you'd not imagine that green marketing could have an impact.

The Reva electric car not only has zero emission rates but everything in the product value chain is environment friendly.

Honda is going ahead with high end environment friendly products. It released the Civic Hybrid in India through Honda Siel Cars India (HSCD).

Tide Coldwater is a line extension of Tide that is helping it build brand equity and stay fresh—and green—in the marketplace. A lifecycle assessment commissioned by Procter & Gamble found that 80 to 85 percent of the energy used to wash clothes comes from boiler. Procter & Gamble calculated that US consumers could therefore save \$63 per year by washing in cold water rather than warm. So, with the stipulation that they might persuade customers that cold-water laundry was efficacious, they positioned the merchandise as how to avoid wasting on energy bills.

Marketing efforts first reassured consumers of the product's efficacy. Then, P&G set up a website that encouraged visitors to calculate the amount of energy they could save, both personally and in conjunction with all the others who took the same Tide Coldwater Challenge. Advertising showed however long a serious United States landmark, like the New York State Building, can be lit with the energy that might be saved if all of the customers in the big apple town switched to cold-water laundry. On their website, they also engaged consumers with helpful energy-saving tips and resources. It included tips from the Alliance to Save Energy environmental group, and encouragements to “consider buying a different kind of car” which name is Prius.

Sony Ericsson is mentioned for marketing proof-of-concept green products in 2008 whereas Nokia bestowed several green initiatives.

Walt Disney World (WDW) has an extensive waste management program and infrastructure in place; however these facilities are not highlighted in their general tourist promotional activities.

McDonald's restaurant's napkins, bags are made of recycled paper. McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.

Badarpur Thermal Power station of National Thermal Power Corporation in Delhi is inventing ways that to utilize coal-ash that has been a most important source of air and water pollution.

Barauni refinery of Indian Oil Corporation is taken steps for constraining air and water pollutants.

Tuna makers changed their fishing techniques attributable to the accrued concern over driftnet fishing.

Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

Honda is America's Greenest Automaker for 2007. This is the fourth consecutive time that the title was awarded to Honda by the Union of Concerned Scientists (UCS). The award is given to the company with the lowest production of global warming and smog-forming emissions Honda named ' 2007. As a green company, Honda is not solely concerned with earning money but is likewise championing the move to save the environment. Honda is just one of the companies who are promoting environmental innovations and sustainable development.

Above examples tells that Compact Fluorescent Lamp (CFL) light bulbs save money and last longer. Hybrid cars give quiet ride, fewer fill-ups. Natural cleaners give safety and peace of mind. Organic produce Safety and better taste of product. Recycled paper saves our money. Car sharing convenience and save money Solar-powered cell phones are most useful.

IX. TRIBULATIONS OF GREEN MARKETING

Green marketing presents challenges because of the absence of clear understanding of the cause and effect relationships in matters affecting the environment as well as the overt and covert reasons for such issue. Since green marketing is

sustainable marketing, attaining a greener strategy will be perilous on greening company tactics in brands, to set standard, networking resources. Some other reasons are:

- Green products need renewable and reusable material that is costly.
- It requires a technology, which requires huge investment in Research & Development.
- Water treatment technology is too costly.
- Majority of the people are not awake of green products and their uses.
- Majority of the consumers are not ready to pay a premium for green products.

X. SUGGESTIONS FOR YOUR BUSINESS

To start capitalizing on the numerous market opportunities delineated by sustainability, take into account the following:

1. Think and act holistically. It is no longer enough to focus on functional benefits alone. Ask: What are we making? Product or service, Green or not what is the procedure to make? With whom we are working?
2. Take advantage of the opportunities that green marketing represents to engage consumers on an emotional level and thus build brand equity.
3. The way you communicate will be critical to success (and will help you avoid green washing).
Ask: How can we ensure that our approach is viewed as authentic
4. Eco-innovation represents new ways to grow top-line sales.
Ask: How can we encourage consumers? What technology and partners do we need to gain access to?
5. Strive for an ideal goal of zero environmental effect. Strive to eco-innovate rather than simply eco-design. Ask: What wouldn't it go for reach zero environmental impact and still meet our consumers' needs?

XI. CONCLUSION

Green marketing offers business bottom line incentives and prime line growth prospects. Whereas modification of business or production processes could involve start-up prices, little

question in long-term it'll economize. For instance value of the putting in solar power is an investment in future energy cost savings. Corporations that develop new and improved merchandise and services with environmental impacts in mind offer themselves access to new markets, considerably increase profits and revel in competitive blessings over those promoting non-environmentally accountable alternatives. Green Product development is quite simply making merchandise that square measure environmentally friendly; it's regarding general modification in society that features customers, producers and also the general industrial structure among that they discuss. By widening & deepening the means of green, relevant actors can have an economic incentive to pursue inexperienced development. Green promoting relies on the premise that companies have a responsibility to satisfy human wants and needs whereas conserving the integrity of the natural setting. Indeed, there are significant indications that environmental issues will grow in importance over the coming years and will require imaginative and innovative redesign and reengineering of existing marketing efforts on the part of many businesses. Clever marketer is one who convinces the consumer as well as involves the consumer in marketing his product. With the threat of global warming green marketing becomes the norm rather than an exception or just a trend. Recycling of paper, metals, plastics etc., in an exceedingly safe and environmentally harmless manner ought to become far more systematised and universal. It has to become the common norm to use energy-efficient lamps and other electrical goods. Marketers also have the accountability to make the consumers understand the need for and benefits of green products as compared to non-green ones. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing takes up even more importance and relevance in developing countries like India.

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