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Green Business via Green and Clean Technology- An awareness among 1 degree Business and Commerce students of Selected Bangalore City Colleges

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Abstract: In recent years Environmental and Energy conservation issues has shifted the social and economic consciousness of the Business Community. Green Marketing and Green Business Via Clean And Green Technology awareness is essential for undergraduate students to know the Concept of Green Business, Clean Technology and the need in the present Global Scenario.

The Business and Commerce under graduate students have to study Environmental Sciences (EVS) as one of the subjects in their Degree Course. In the present Study the Awareness about Green Business, Green Marketing and Clean technology was monitored through a Questionnaire. The results were Statically Analyzed by Chi Square method and two Hypotheses were tested.

Key Words: Green Business, Green Marketing, Green Business Management BMP, Green Products, Green House Gases GHGs, Environmental Awareness, Climate Change, Inter-Governmental Panel on Climate Change (IPCC), Renewable Technologies, Green and Clean Technology, Environmental Sciences EVS

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