Contents

Customer awareness and buying behaviour towards Green products in Sivakasi.................................................. 5 - 11
S Murugaiyan, R Sasi Jeyanthi and M Eswari

Problems faced by petty traders in Urban Informal Sector with reference to Tirupur city........................................... 12 - 20
Selvamohana K and S Kavitha

A study on farmers’ perception towards organic food crop cultivation in Tirupur city........................................... 21 - 27
V Karpagavalli and R Mohanasoundari

A study on rewards in wind energy industry.................................................. 28 - 36
Monita Sutherson and T Narayanan

A study on mobile banking services of commercial banks in Sivakasi.................................................. 37 - 49
C Anupriya and K Ganesha Moorthy

A study on health status of married women in Sivakasi block with special reference to Anaiyur Panchayat ................. 50 - 56
P Anna Lakshmi