

*UGC Sponsored  
International Seminar  
On*

**Emerging Dimensions of Banking Sector in  
the Global Scenario**

21<sup>st</sup> & 22<sup>nd</sup> January, 2011



**Organized by  
Department of Commerce  
Manonmaniam Sundaranar University  
Tirunelveli-12  
Tamilnadu**

## **Rise and Growth of South Indians Labour Movement in Sri Lanka**

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During the period of British rule in Sri Lanka, emigration was encouraged from south India with the intention of getting cheap labour for plantation sector. In Sri Lanka the labourers were denied even elementary requirement of a human being. In the absence of any mechanism to redress the grievances of labourers the condition of south Indian labourers working on Sri Lanka plantations was abominable. The wretched condition necessitated trade unions to champion the cause of labourers. This aspect is discussed, deals with articulation of the distress of plantation labour by English educated Tamils as well as the birth of trade union movement in Sri Lanka. Particularly Natesa Aiyar's contribution is highlighted .

Though the title of the research is **Rise and Growth of South Indians Labour Movement in Sri Lanka**, the focus has been on the problems faced by south Indian labours without any labour movement in Sri Lanka. The main objective of this research is to highlight rise, growth their labour movement and the activities of the plantation workers unions in Sri Lanka.

The methodology used is historical. The mode is descriptions. The sources for this research were collected from various repositories of documents. Sri Lankan Legislative Council, State Council and Parliament Debates, The Sri Lankan Government Reports, Indian Lok Sabha and Tamil Nadu Legislative Council Debates, contemporary news papers in Sri Lanka, Legislations, Interviews with affected persons, comprise the primary sources. Internet sources such as Website articles and secondary sources such as books and journals have been extensively used.

## **Green Marketing – Need & Importance**

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In today's business world environmental issues plays an important role in marketing. All most all the governments around the world have concerned about green marketing activities that they have attempted to regulate them. For example, in the United States (US) the Federal Trade Commission and the National Association of Attorneys-General have developed extensive documents examining green marketing. There has been little attempt to academically examine environmental or green marketing. This article introduces the terms and concepts of green marketing, briefly discuss why going green is important and also examine some of the reason that organizations are adopting a green marketing philosophy. It also focuses some of the problems with green marketing