BIBLIOGRAPHY


Bhaskar Tripti and B.S. Mann (2001), “*Effectiveness of Social Advertising*” An unpublished project report, Dept. of Commerce and Business Management, Guru Nanak Dev University, Amritsar.


Dunteman George H. (1989), Principal Component Analysis, Sage Publication, New Delhi, India.


WEBSITES

- Smq.sagepub.com
- www.avert.org/aids-statistics
- www.sankarenereneshralaya.org
- www.social-marketing.com
- census2011.co.in