Bibliography

1. 12th Plan Document – projections of power requirements in India, pg 124
5. Ashok A “A survey into the domestic power status in India” Powerline, August 2001, pg 34
8. Bhusahn B, “A survey into the domestic power status in India” Powerline, August 2001, pg 34
12. Document prepared by the SERC, West Bengal, pg 39
17. Electricity Bill 2003
18. Gautam GD, Power Sector problems and prospects, TOI, 3rd June 2001, pg 11
19. Gopalachaari V, Address by the former state minister of power, while speaking to in the meet of the Chairmen of state electricity boards
28. Kotler P, Marketing services, PHI, New Delhi, pg 234
34. Mohan R, Address at 54th meet at FICCI, on power sector reforms in India
42. Proloy Talukdar, Power Scenario in India, National Telegraph, August 12th 2002, pg 4
44. Raghunathan V, Economic Times dated 02.01.01 pg 9
45. Ramkrishna AP, Power scenario in India, Powerline, September 2003, pg 54
47. Report of functioning of SEBs, with special reference to the State of West Bengal, ASCI, 2001 pg 56
49. Report on revival of state electricity boards, prepared by KPMG, pg 133
50. Revenue realization of SEBs, report of SEBs, pg 43
64. Zeithmal and Leonard L Berry, Marketing services as - an integrated approach, TMH, New Delhi 2003, pg 36
65. Zeithaml and Parasuram. Marketing Services - an integrated approach, TMH, New Delhi 2003, pg 239