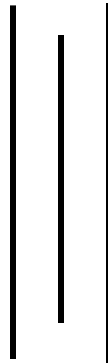


A Case Study on Marketing Strategies of Clean Energy Development Bank Ltd.

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**A Thesis Submitted to:
Office of the Dean
Faculty of Management
Tribhuvan University**



***In partial fulfillment of the requirement for the Degree of
Master's of Business Studies (M.B.S)***

**Kathmandu, Nepal
September, 2012**

RECOMMENDATION

This is to certify that the Thesis

Submitted by:

Suraj Acharya

Entitled:

**A Case Study on Marketing Strategies of
Clean Energy Development Bank Ltd.**

*has been prepared as approved by this Department in the prescribed format of the
Faculty of Management. This thesis is forwarded for examination.*

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Date: _____

VIVA-VOCE SHEET

We have conducted the viva –voce examination of the thesis presented

by

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**A Case Study on Marketing Strategies of
Clean Energy Development Bank Ltd.**

*And found the thesis to be the original work of the student and written
according to the prescribed format. We recommend the thesis to
be accepted as partial fulfillment of the requirement for*

Master Degree of Business Studies (M.B.S.)

Viva-Voce Committee

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Date:

DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Case Study on Marketing Strategies of Clean Energy Development Bank Ltd.**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Study (M.B.S.) under the supervision of **Dr. N.K. Pradhan** of Shanker Dev Campus.

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ABBREVIATIONS

ABBS	:	Any Branch Banking Services
Ad	:	Advertisement
AD	:	Anno Domini
AMA	:	American Marketing Association
ADB	:	Asian Development Bank
AEPC	:	Alternative Energy Promotion Centre
ATL	:	Above the line
ATM	:	Automated Teller Machine
B.S.	:	Bikram Sambat
BTL	:	Below the line
CDPL	:	Clean Developers Private Limited
CEDB	:	Clean Energy Development Bank Ltd.
CSR	:	Corporate Social Responsibility
DCL	:	Dragon Capital Limited
E.g.	:	Example
EPF	:	Employees Provident Fund
FMO	:	Financierings Maatschappij-voor Ontwikkelingslanden
FNCCI	:	The Federation of Nepalese Chambers of Commerce and Industry
FY	:	Fiscal Year
i.e	:	That is
ICAN	:	Institute of Chartered Accountants of Nepal
IFC	:	International Finance Corporation
INGOs	:	International Non Governmental Organizations
KYC	:	Know Your Customer
Ltd.	:	Limited
MBS	:	Master of Business Studies
MIS	:	Marketing Information System
MOU	:	Memorandum of Understanding

MW	:	Mega Watt
No.	:	Number
NRB	:	Nepal Rastra Bank
NTV	:	Nepal Television
NWH	:	Northwest Hydro Consulting Engineers
Pvt.	:	Private
Rs.	:	Rupees
R&D	:	Research and Development
SMS	:	Short Message Services
Sn.	:	Serial Number
SWIFT	:	Society for Worldwide Interbank Financial Telecommunication System
SWOT	:	Strength, Weakness, Opportunity and Threat
TC	:	Travelers' Cheque
TU	:	Tribhuvan University
TV	:	Television
US	:	United State
USA	:	United State of America
USAID	:	U.S. Agency for International Development
USP	:	Unique Selling Points
UN	:	United Nation
Vs.	:	Versus