



## GREEN MARKETING INITIATIVES TAKEN BY INDIAN CORPORATE SECTOR

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**“Earth provides enough to satisfy every man’s needs, but not every man’s greed.”**

**Mahatma Gandhi**

### **Abstract**

*Green or environmental marketing may be defined as any marketing activity that recognizes environmental concerns as a fundamental business development responsibility. Companies have responded to growing consumer demand for environment-friendly products in several ways, each of which is a component of green marketing. Green marketing campaigns highlight the superior environmental protection characteristics of a company's products and services. The sorts of characteristics usually highlighted include such things as reduced waste in packaging, increased energy efficiency of the product in use, reduced use of chemicals in farming, or decreased release of toxic emissions and other pollutants in production. The objective of this paper is to study the implementation of Green marketing initiatives in the Indian organizations.*

**Key Words:** *Green Marketing, Green Products, Green Marketing Initiatives.*

### **1. INTRODUCTION**

Green marketing is a vital constituent of the holistic marketing concept today. Thus green marketing plays an important role to promote and reinforce the idea of environmental protection and sustainable development both in the minds of the customer and the firms. Hence, green marketing refers to holistic marketing concept wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment. Green Marketing is the process of planning and executing the marketing mix to facilitate consumption, production, distribution, promotion, packaging, and product reclamation in a manner that is sensitive or responsive to ecological concerns. There is a growing amount of evidence indicating that consumers are shifting traditional products to green products to have a positive impact on the natural environment.

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. There is growing interest among the consumers all over the world regarding the protection of the environment. Now we see that most of the consumers, both individual and industrial, are becoming more concerned about environment-friendly products. Most of them feel that environment-friendly products are safe to use. As a result, green marketing has emerged, which aims at marketing sustainable and socially responsible products and services. Now is the era of recyclable, non-toxic and environment-friendly goods. This has become the new tune for marketers to satisfy the needs of consumers and earn better profits.

### **2. OBJECTIVES OF THE STUDY**

- To understand the concept of green marketing.
- To study the goals and benefits of green marketing.
- To study the adoption of green marketing by the Indian corporate world.

### **3. METHODOLOGY**

The methodology used for this study is exploratory in nature and is based on secondary information. The present paper studies the theoretical concepts of the green marketing. It also studies the adoption of green marketing in the Indian corporate world.

### **4. REVIEW OF LITERATURE**

**Polonsky (1994)** defines green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. **Elkington** defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

#### 4.2 Goals of Green Marketing

- Eliminate the concept of waste.
- Reinvent the concept of product.
- Make prices reflect actual and environmental costs.
- Make environmentalism profitable.
- Bringing out product modifications.
- Changing in production processes.
- Packaging changes.
- Modifying advertising

#### 4.3 Benefits of Green Marketing

Today's consumers are becoming more and more conscious about their health and environment. Therefore, more companies are producing environmentally less damaging or neutral products. Some of the advantages of green marketing are:

- It ensures sustained long term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps the companies market their products and services keeping the environmental aspects in mind.
- It helps in accessing the new markets and enjoying the competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

#### 5. ADOPTION OF GREEN MARKETING

There are basically five reasons for which a marketer's adoption of green marketing. Which are

- Corporate Social Responsibility
- Government pressure
- Competition
- Competitive advantage

#### 6. INITIATIVES TOWARDS GREEN MARKETING IN INDIA

**Green IT Project: State Bank of India (SBI)**

By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SBI is also entered into green service known as "Green Channel Counter". SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no cheques, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.

**Lead Free Paints: Kansai Nerolac Limited** :Kansai Nerolac Ltd. has taken initiatives in the areas of health education, community development and environment preservation. Kansai Nerolac has worked on removing hazardous heavy metals from their paints.

**Reva Electric Car: Mahindra & Mahindra Limited** :Mahindra Reva is the first –in-line of next generation global electric vehicles. Rapid urbanization rising fuel costs Pollution & congestion, Eco-conscious Cost-conscious, Tech savvy, small is big concept, the desire to strike a balance between sustainability and functionality. All these factors motivated Mahindra & Mahindra limited to produce its first electric car Reva. Consumer choice will increasingly be driven by how "clean" or green a vehicle is, from birth to use to disposal.

**Delhi Metro: Delhi Metro Rail Corporation (DMRC)** :Delhi Metro is a metro system serving Delhi, Gurgaon, Faridabad, Noida, and, Ghaziabad, in the National Capital Region of India. Delhi Metro railway, the much talked about mode of transportation has not just made travelling easy and comfortable but also made significant environmental and social impact on the Capital.

**Polythene Free Himachal: Himachal Government** :The ban on production, storage, use, sale and distribution of all types of polythene bags made of non-biodegradable materials was imposed on October 2, 2009.

**Green Fuel Alternatives: Delhi Government** :In the country's pursuit of alternative sources of energy, Indian Oil is focusing on CNG (Compressed Natural Gas), Auto gas (LPG), ethanol blended petrol, biodiesel, and Hydrogen energy.



**Green Machines: Wipro Technologies Limited :**Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.

**Wind Power: Suzlon Energy Limited P:**Suzlon Energy Limited is the world's fourth largest wind-turbine maker and is among the greenest and best companies in India. Tulsi and Tanti, the visionary behind Suzlon, convinced the world that wind is the energy of the future and built his factory in Pondicherry to run entirely on wind power.

**Cotton Tagging and Paper Bags: Addidas, Reebok, Pepe Etc. :**As we are talking about green marketing and the initiatives taken for it we can see the changes in promotional activities of big brands like Adidas, Reebok, lotto, Nike, and many more who using paper bags, recyclable paper bags or eco-friendly bags for packing their products.

**Solar Energy: Gujarat Power Corporation Limited :**Gujarat Power Corporation Limited (GPCL) is the Nodal Agency for the development of "Solar Park" in Gujarat. Govt. of Gujarat is admired for taking bold and proactive initiative in the Projects of Renewable energy to harness Clean and Green Energy.

**Paperless Offices: Indian Railway Catering and Tourism Corporation (Irctc) :**IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore.

**The other companies launched wide range of eco-friendly**

- LG, Haier, Samsung Electronics Voltas, Wipro, ACC Ltd, Fevicol, Vivanta by Taj Hotel Resorts & Palaces.

## 7. FUTURE OF GREEN MARKETING

The question that remains, what is green marketing's future? Green has become a central part of the business discussion for a lot of reasons. Companies are feeling pressure from a whole range of stakeholders, including customers, employees and vendors. Then there are mega environmental pressures such as climate change and water shortages that are evolving no matter what the economic situation is. Because of these factors the green marketing will be an inevitable part of future corporate strategy.

## 8. CONCLUSION

The paper deals with the initiatives taken by Indian business organizations and government agencies to promote green marketing and to protect the environment. The paper conclude that some famous companies who are working in India like Mahindra & Mahindra limited, Kansai Nerolac limited, SBI, Wipro, Suzlon energy, IRCTC, LG, HCL, Haier....etc are very much aware of green marketing and environmental protection. They also do have a long chain of green products. Indian government and its agencies are also concerned about green marketing and environmental protection up to some extent. But still majority of Indian companies and government agencies are not concerned about the green marketing and environmental protection. Thus green marketing is still in its infancy and a lot of research is to be done to fully explore its potential. Marketers also have the responsibility to make the consumers understand the need and benefits of green products as compared to non-green ones. Green marketing assumes even more importance and relevance in developing countries like India. The paper concludes that Indian business organisations need to change their mind set from traditional marketing strategies to green strategies with a huge investment in technology, R and D and through green marketing elements such as eco-design of product, eco-labelling, eco-packaging, green logo in order to survive in the green competitive world and to have a positive impact on the environment.

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